

# Cooperative Marketing

Program Summary for the Fiscal Year  
Ending June 30, 2007

---



*Working together* to lead Missouri in becoming one of America's most memorable tourist destinations.

## Cooperative Marketing Fiscal Year 2007 Program Summary

### Table of Contents

	<u>Page Number</u>
I. Program Overview and Analysis FY95 through FY07	3
II. Program Analysis FY07	6
III. FY07 Project Assessment - Combined	9
IV. FY07 Project Assessment - Individual (DMOs listed by region, contract number and type)	13
Summary of Leisure Travel Marketing contracts (\$5,000 up to \$50,000 state funds)	14
07-03-002-11 Mark Twain Home Foundation	15
07-03-019-11 City of Hannibal CVB	16
07-04-010-11 City of Lexington	17
07-05-007-11 Sedalia Area Chamber of Commerce	18
07-06-027-11 City of Lebanon	19
07-06-028-11 Lake of the Ozarks Tri-County Lodging Association	20
07-06-029-11 Lake of the Ozarks Golf Council, Inc.	21
07-06-030-11 Jefferson City CVB	22
07-06-031-11 Pulaski County Visitors Bureau	23
07-07-003-11 Washington Area Chamber of Commerce	24
07-08-001-11 Carthage CVB	25
07-08-004-11 Downtown Branson Main Street Association	26
07-08-012-11 City of Joplin CVB	27
07-08-021-11 Chamber of Commerce of Table Rock Lake/Kimberling City Area, Inc.	28
07-08-025-11 Indian Point Chamber of Commerce, Inc.	29
07-10-015-11 Cape Girardeau Chamber of Commerce/CVB	30
07-10-018-11 CVB of Ste. Genevieve	31
07-10-026-11 CVB for Sikeston, Mo. and Miner, Mo.	32
Statewide Marketing contracts (\$1,000 up to \$10,000 state funds)	
07-00-024-22 Missouri Caves Association	33
Summary of Destination Advertising contracts (\$40,000 up to \$400,000 state funds)	34
07-01-044-44 Buchanan Co. Tourism Board d/b/a St. Joseph CVB	35
07-04-039-44 City of Independence - Tourism Department	36
07-04-042-44 CVB of Greater Kansas City	37
07-06-038-44 Lake of the Ozarks CVB	38
07-07-041-44 St. Louis CVC	39
07-07-043-44 St. Charles CVB	40
07-08-040-44 Springfield CVB	41
07-08-045-44 Branson/Lakes Area Chamber of Commerce/CVB	42
Summary of Small Project Marketing contracts (\$500 up to \$5,000 state funds)	43
07-05-035-55 Clinton Area Chamber of Commerce/CVB	44
07-05-037-55 Warrensburg Chamber of Commerce & Visitor Center	45
07-06-036-55 Hermann Area Chamber of Commerce - Tourism Group	46
07-07-033-55 Chesterfield Chamber of Commerce	47
07-09-034-55 City of West Plains Tourism Development Advisory Council	48
07-03-053-56 Mark Twain Lake Chamber of Commerce	49
07-06-052-56 Hermann Area Chamber of Commerce - Tourism Group	50
07-07-050-56 Chesterfield Chamber of Commerce	51
07-08-048-56 Southwest Missouri Tourism Alliance	52
07-10-047-56 New Madrid Chamber of Commerce	53
Summary of Brochure Development contracts (\$500 up to \$2,500 state funds)	54
07-03-046-77 Monroe City Chamber of Commerce	
07-05-054-77 Nevada/Vernon County Chamber of Commerce	
07-05-056-77 Barton County Chamber of Commerce	

## Cooperative Marketing Fiscal Year 2007 Program Summary

---

07-06-055-77	Historic Arrow Rock Council	
Summary of Convention Marketing contracts (\$1,000 up to \$60,000 state funds)		55
07-01-008-33	Buchanan Co. Tourism Board d/b/a St. Joseph CVB	56
07-04-005-33	City of Independence - Tourism Department	57
07-04-017-33	CVB of Greater Kansas City	58
07-06-032-33	Pulaski County Visitors Bureau	59
07-07-014-33	St. Louis CVC	60
07-08-011-33	City of Joplin CVB	61
07-08-016-33	Springfield CVB	62
07-08-022-33	Branson/Lakes Area Chamber of Commerce/CVB	63
07-08-023-33	Branson/Lakes Area Chamber of Commerce/CVB	64
Summary of Tourism Research contracts (up to \$5,000 state funds)		65
07-01-009-66	Buchanan Co. Tourism Board d/b/a St. Joseph CVB	
07-04-006-66	City of Independence - Tourism Department	
07-08-013-66	City of Joplin CVB	

### Tables and Illustrations

Figure 1	FY95-07 Marketing Awards Summarized by Marketing Activity	4
Figure 2	Missouri Tourism Regions Map	4
Figure 3	FY95-07 Awards/Reimbursement by Tourism Region	5
Figure 4	FY95-07 Award/Reimbursement by Category	5
Figure 4a	History of Cooperative Marketing Awards by Category	6
Figure 5	FY07 Expenditure Percentage by Activity	6
Figure 6	Summary of FY07 Usage by Marketing Category	7
Figure 7	FY07 Awards/Reimbursements by Region and County	7
Figure 8	FY07 Final Status by Contract Report	8
Figure 9	Combined Summary Data for Projects Targeting the Leisure Traveler	10
Figure 10	Destination Advertising Summary of Outcomes and Measurements	10
Figure 11	Extent to Which FY07 Objectives were Achieved	10
Figure 12	Convention Marketing Summary Data	11
Figure 13	Comparison of FY04, FY05, and FY07 Projects	11
Figure 14	FY07 Reimbursements by DMO, Most to Least	12

## I. Program Overview and Analysis FY95 through FY07

The Cooperative Marketing Program continues to be a successful revenue generator for the State of Missouri. As a performance-based funding program, the Missouri Division of Tourism (MDT) matches certified, nonprofit destination marketing organizations on a dollar-for-dollar basis in the implementation of approved tourism marketing projects. MDT administers the Cooperative Marketing Program under the direction of the Missouri Tourism Commission and with recommendations from an active industry advisory committee. Through this program, MDT encourages the development of new and expanded tourism marketing initiatives at the community level, with an emphasis on outcome measurements.

### **Program Goals:**

- Extend MDT marketing resources through participation in strategic marketing partnerships
- Support local performance-driven projects designed to increase tourism
- Provide incentive and opportunity for marketing growth and improvement
- Strengthen industry/MDT partnerships

The Cooperative Marketing Program provides funding for qualified performance-based projects that align with the division's strategies and markets to achieve increased direct domestic tourism expenditures. In the Cooperative Marketing Program, up to 50 percent of approved expenses may be reimbursed to participating destination marketing organizations after the expenses are incurred and a minimum of 50 percent of each expense is paid by the program participant.

MDT focuses on providing the encouragement and assistance necessary for the successful completion of all funded projects. Successful performance-based projects increase tourism revenues for the individual destinations as well as the State of Missouri. To that end, the division provides program participants with assistance in meeting deadlines, contract completion, fulfillment of program requirements and program educational opportunities.

**Outcome Measurement:** MDT has carefully incorporated outcome measurement requirements into all categories with a state investment of more than \$5,000. Sound reasoning must be presented for the funding of untried activities. Repeat projects are funded only when it can be demonstrated that the project achieved the desired results.

**Program Impact:** MDT, along with an active industry advisory committee, continually reviews functions and requirements to ensure that the program aligns with state of Missouri strategic planning efforts and requirements for the use of performance measures in programs subsidized by state dollars. Outcome measurement standards are enhanced and refined each year as necessary.

MDT continues to stress the value of market research and outcome measurement within the program structure. To assist DMOs with the program research requirements, MDT provides reference materials and educational support. In addition, the Tourism Research category provides financial assistance in the area of outcome measurement and research. Participants may be awarded up to \$5,000 in matching funds for tourism research.

**Strategic Planning:** MDT continually reviews and assesses program requirements and reporting systems. The analysis of past projects provides valuable information for the planning and design of future programs. MDT strives to ensure that the Cooperative Marketing Program both meets the needs of the tourism industry as well as Missouri taxpayers plus, maintains the flexibility to respond to the unexpected.

**Cooperative Marketing Advisory Committee:** The FY07 Cooperative Marketing Advisory Committee, comprised of industry professionals, provides ongoing insight into the tourism marketing needs of the industry. This body assists with program administration as well as provides the program with a wealth of tourism marketing experience and expertise.

Through the end of the 2007 fiscal year, the Cooperative Marketing Program supported approved destination marketing organizations (DMOs) with funding awards totaling \$29,920,790.

**Figure 1** reflects the project budgets of approved projects by marketing types for the period FY95 through FY07.

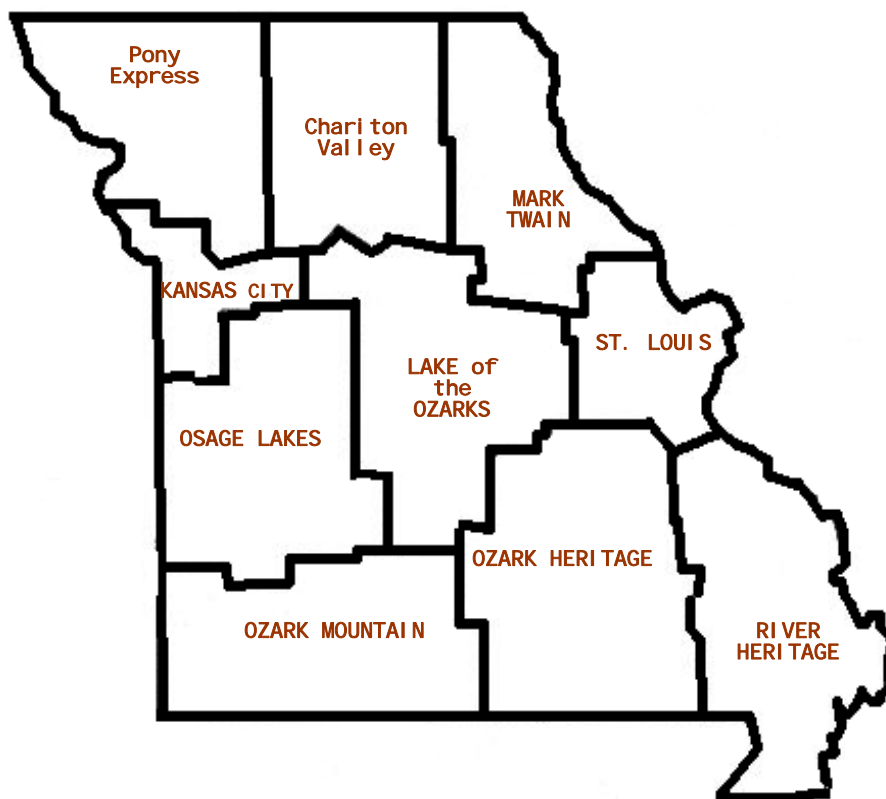
**Figure 1**

<b>FY95-07 Marketing Awards by Marketing Activity</b>		
<b>Marketing Activity</b>	<b>Project Totals</b>	<b>% of Budget</b>
Media Advertising	\$50,293,289	82.4%
Collateral Material Development & Printing	\$4,427,446	7.3%
Billboards, PR, Audio Visual Materials Web Sites, Direct Advertising, & Other Mktg. Activities	\$3,601,610	5.9%
Production & Other Non-marketing Activities	\$2,686,505	4.4%
<b>Total Approved Project Budgets</b>	<b>\$61,008,850</b>	<b>100.00%</b>
State Award Total	\$29,920,790	49%
Local Match Total	\$31,088,060	51%

In the Cooperative Marketing Program approved marketing expenses must be incurred and at least 50 percent of the cost paid before the participant may request reimbursement of the up to 50 percent available.

**Cooperative Marketing Tourism Regions** – For the purposes of funding and evaluation of leisure travel marketing projects, the state is divided into 10 regions. An allocation of funding by region assures that a minimum dollar amount is available for DMOs located in each region.

**Figure 2** identifies the 10 Missouri tourism regions utilized in the Cooperative Marketing Program.



**Figure 2**  
**Missouri Tourism Cooperative Marketing Region**

**Figure 3**

**FY95-07 Awards/Reimbursements by Tourism Region**

Tourism Region	# of Projects	Award Amount	Amount Reimbursed
Statewide	40	\$456,726	\$344,058
Pony Express	71	\$1,230,238	\$1,059,431
Chariton Valley	22	\$74,518	\$44,749
Mark Twain	71	\$667,356	\$547,427
Kansas City	136	\$5,244,953	\$4,489,277
Osage Lakes	67	\$541,627	\$408,475
Lake of the Ozarks	153	\$4,956,805	\$4,549,513
St. Louis Area	124	\$6,195,940	\$5,529,125
Ozark Mountain	163	\$9,569,374	\$8,838,673
Ozark Heritage	57	\$266,316	\$195,170
River Heritage	85	\$716,937	\$611,514
<b>FY95-07 Totals</b>	<b>989</b>	<b>\$29,920,790</b>	<b>\$26,617,412</b>

**Figure 3** Illustrates the FY95 through FY07 program awards and reimbursements in the ten tourism regions.

As an example, destination marketing organizations in the River Heritage Region have received \$716,937 in awards for the implementation of 85 tourism marketing projects. Actual reimbursements total \$611,514 for approved expenses.

**Funding Categories** – The Missouri Division of Tourism receives applications for funding in the following marketing areas.

**1. Leisure Travel Marketing** – Tourism marketing that targets the leisure traveler

- Statewide Marketing (up to \$10,000) - Various activities for the statewide tourism marketing organization
- Brochure Development & Printing (up to \$2,500) - Simplified process for the development of tourism collateral materials
- Small Project Marketing (up to \$10,000) - Simplified category for small projects and a variety of tourism marketing activities
- Leisure Travel Marketing (up to \$50,000) - Various tourism marketing activities
- Destination Advertising (up to \$400,000) - Media advertising restricted to ad placement in approved media & markets

**2. Convention Marketing** (up to \$60,000) - Various marketing activities to attract meetings, conventions, and sporting events new to Missouri

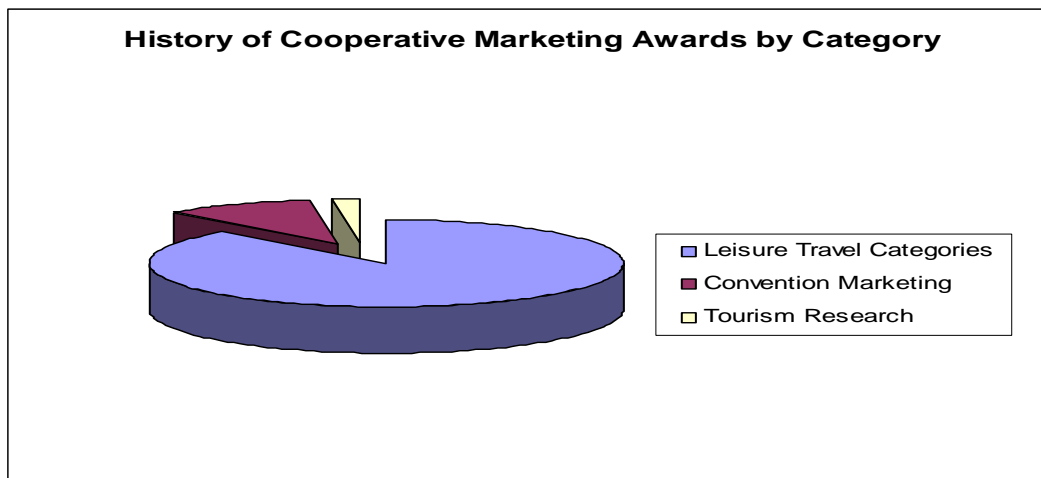
**3. Tourism Research** (up to \$5,000) – Research to assist the destination in making well-informed tourism marketing decisions and/or measuring the outcomes of tourism marketing activities

**Figures 4 and 4a** illustrate the program awards and reimbursements by marketing category.

**Figure 4**

Marketing Category	Number of Projects	Percentage of Co-op Dollars	Awards	Reimbursements
Leisure Travel Marketing	869	89%	\$26,566,316	\$23,880,317
Convention Marketing	102	11%	\$3,292,062	\$2,688,251
Tourism Research	18	0	\$62,412	\$48,844
<b>Total for FY95 through FY07</b>	<b>989</b>	<b>100%</b>	<b>\$29,920,790</b>	<b>\$26,617,412</b>

Figure 4a

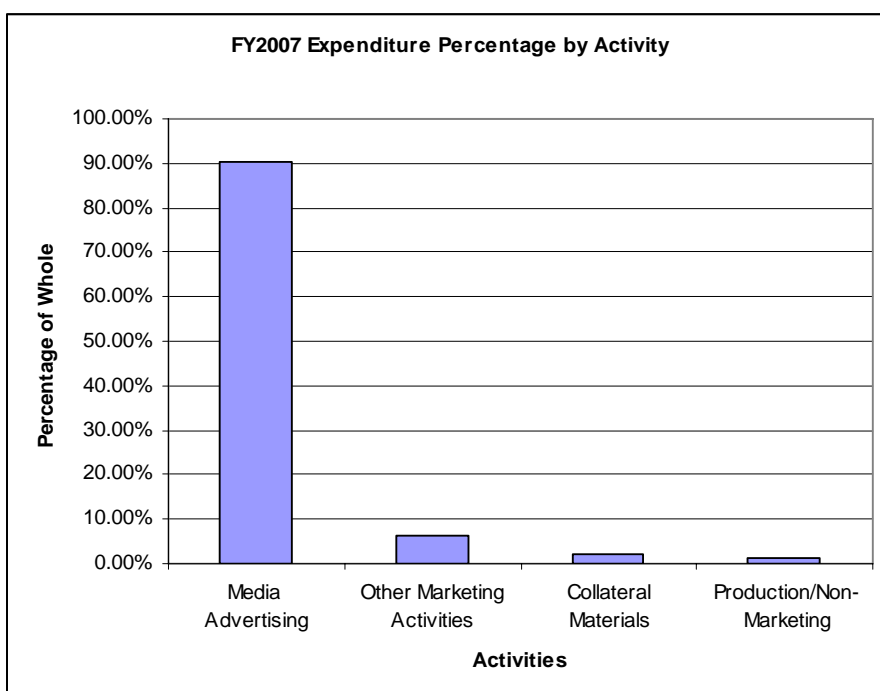


## II. Program Analysis - FY07

For the FY07 fiscal year, MDT approved 53 tourism-marketing projects totaling \$3,255,061. Of that amount, MDT paid 97.22 percent to participating DMOs as reimbursement for qualified and approved marketing expenses. Coupled with the matching local funds, the Cooperative Marketing Program generated more than \$6.5 million in marketing to promote Missouri as a premier tourism destination.

Eighty-nine percent of the Cooperative Marketing Program FY07 dollars paid for the purchase of media advertising, i.e., the placement of destination ads on television, radio, magazines and newspapers.

The remaining eleven percent was used for a variety of tourism marketing activities including familiarization and press tours, tradeshow participation, Web site design and set up, the design, printing and distribution of collateral materials, research, production costs, audio visual material development and distribution, and booth purchases.



**Figure 5** illustrates the usage by marketing activities. The totals reflected represent both state and local portions of project expenditures.

## Cooperative Marketing Fiscal Year 2007 Program Summary

**Figure 6** summarizes the dollars budgeted, the dollars expended and the expenditure percentages for FY07 sorted by marketing category and the number of approved marketing projects in each category.

**Figure 6**  
**Summary of FY07 Usage by Marketing Category**

TYPEDESC	# of Contracts	Total Awards	% of Total Awards	Reimbursed	Unused Awards	% Completed
Brochure Program	4	\$7,738	0.24%	\$7,693	\$46	99.41%
Convention Marketing	9	\$300,000	9.22%	\$292,124	\$7,876	97.37%
Destination Advertising	8	\$2,334,120	71.71%	\$2,306,973	\$27,147	98.84%
Leisure Travel Marketing	18	\$553,157	16.99%	\$501,218	\$51,939	90.61%
Small Project Marketing-S/F	5	\$18,289	0.56%	\$17,846	\$443	97.58%
Small Project Marketing-W/S	5	\$20,520	0.63%	\$18,460	\$2,059	89.96%
Statewide Marketing	1	\$10,000	0.31%	\$9,540	\$460	95.40%
Tourism Research	3	\$11,237	0.34%	\$10,823	\$414	96.31%
<b>Total For FY07</b>	<b>53</b>	<b>\$3,255,061</b>	<b>100.00%</b>	<b>\$3,164,677</b>	<b>\$90,384</b>	<b>97.22%</b>

**Figure 7** illustrates the FY07 awards and reimbursements by Missouri tourism region and county.

Tourism Region/ County	Awarded	Reimbursed	Tourism Region/ County	Awarded	Reimbursed
<b>Pony Express</b>	<b>\$107,599</b>	<b>\$106,037</b>	Pulaski	\$39,722	\$34,062
Buchanan	\$107,599	\$106,037	Saline	\$2,021	\$2,021
<b>Mark Twain</b>	<b>\$64,145</b>	<b>\$37,567</b>	<b>St Louis Area</b>	<b>\$611,980</b>	<b>\$609,879</b>
Marion	\$58,353	\$33,788	Franklin	\$12,147	\$10,525
Monroe	\$792	\$792	St. Charles	\$130,202	\$129,764
Ralls	\$5,000	\$2,987	St. Louis	\$9,631	\$9,590
<b>Kansas City</b>	<b>\$635,055</b>	<b>\$622,868</b>	St. Louis City	\$460,000	\$460,000
W. Jackson/Clay	\$446,269	\$437,525	<b>Ozark Mountain</b>	<b>\$1,114,530</b>	<b>\$1,102,545</b>
E. Jackson	\$171,463	\$169,019	Greene	\$460,000	\$460,000
Lafayette	\$17,323	\$16,324	Jasper	\$110,725	\$105,521
<b>Osage Lakes</b>	<b>\$29,235</b>	<b>\$26,159</b>	Stone	\$63,370	\$58,854
Barton	\$2,425	\$2,380	Taney	\$480,435	\$478,171
Henry	\$1,227	\$1,227	<b>Ozark Heritage</b>	<b>\$5,000</b>	<b>\$4,986</b>
Johnson	\$2,428	\$2,122	Howell	\$5,000	\$4,986
Pettis	\$20,655	\$17,931	<b>River Heritage</b>	<b>\$92,002</b>	<b>\$84,234</b>
Vernon	\$2,500	\$2,500	Cape Girardeau	\$45,203	\$41,476
<b>Lake of the Ozarks</b>	<b>\$585,514</b>	<b>\$560,863</b>	New Madrid	\$523	\$523
Camden	\$429,346	\$412,732	Scott	\$24,957	\$21,428
Cole	\$17,035	\$16,155	Ste. Genevieve	\$21,320	\$20,807
Gasconade	\$10,000	\$9,872	<b>Statewide</b>	<b>\$10,000</b>	<b>\$9,540</b>
Laclede	\$37,390	\$36,044			
Miller	\$50,000	\$49,977	<b>Total</b>	<b>\$3,255,061</b>	<b>\$3,164,677</b>



## Cooperative Marketing Fiscal Year 2007 Program Summary

**Final Contract Status** - Figure 8, reflects the final status of all FY07 Cooperative Marketing Program contracts. This report illustrates the dollars budgeted, total amount reimbursed and the unused balance for each contract. The overall contract completion rate for FY07 averaged 97.22%.

**Figure 8 - FY07 Final Contract Status Report**

<b>Contract #</b>	<b>DMO Name</b>	<b>Awarded</b>	<b>Reimbursed</b>	<b>Balance</b>
<b>Leisure Travel Marketing</b>		<b>\$553,157.20</b>	<b>\$501,217.93</b>	<b>\$51,939.27</b>
07-03-002-11	Mark Twain Home Foundation	\$15,337.00	\$11,011.00	\$4,326.00
07-03-019-11	City of Hannibal CVB	\$43,016.00	\$22,776.89	\$20,239.11
07-04-010-11	City of Lexington	\$17,323.30	\$16,323.75	\$999.55
07-05-007-11	Sedalia Area Chamber of Commerce	\$20,655.00	\$17,930.54	\$2,724.46
07-06-027-11	City of Lebanon	\$37,389.87	\$36,043.88	\$1,345.99
07-06-028-11	Lake of the Ozarks Tri-County Lodging Association	\$50,000.00	\$49,977.05	\$22.95
07-06-029-11	Lake of the Ozarks Golf Council, Inc.	\$47,812.98	\$47,742.13	\$70.85
07-06-030-11	Jefferson City CVB	\$17,035.00	\$16,154.75	\$880.25
07-06-031-11	Pulaski County Visitors Bureau	\$21,234.00	\$18,191.90	\$3,042.10
07-07-003-11	Washington Area Chamber of Commerce	\$12,147.10	\$10,524.78	\$1,622.32
07-08-001-11	Carthage CVB	\$29,385.60	\$26,628.78	\$2,756.82
07-08-004-11	Downtown Branson Main Street Association	\$49,735.00	\$48,961.30	\$773.70
07-08-012-11	City of Joplin CVB	\$37,237.00	\$36,385.40	\$851.60
07-08-021-11	Chamber of Commerce of Table Rock Lake/Kimberling City Area, Inc.	\$50,000.00	\$45,559.99	\$4,440.01
07-08-025-11	Indian Point Chamber of Commerce, Inc.	\$13,369.50	\$13,294.14	\$75.36
07-10-015-11	Cape Girardeau Chamber of Commerce/CVB	\$45,203.35	\$41,476.42	\$3,726.93
07-10-018-11	CVB of Ste. Genevieve	\$21,320.00	\$20,806.86	\$513.14
07-10-026-11	CVB for Sikeston, Mo. and Miner, Mo.	\$24,956.50	\$21,428.37	\$3,528.13
<b>Statewide Marketing</b>		<b>\$10,000.00</b>	<b>\$9,539.76</b>	<b>\$460.24</b>
07-00-024-22	Missouri Caves Association	\$10,000.00	\$9,539.76	\$460.24
<b>Convention Marketing</b>		<b>\$300,000.00</b>	<b>\$292,124.16</b>	<b>\$7,875.84</b>
07-01-008-33	Buchanan Co. Tourism Board d/b/a St. Joseph CVB	\$22,502.75	\$22,395.75	\$107.00
07-04-005-33	City of Independence - Tourism Department	\$27,938.00	\$25,873.44	\$2,064.56
07-04-017-33	CVB of Greater Kansas City	\$46,268.75	\$46,268.75	\$0.00
07-06-032-33	Pulaski County Visitors Bureau	\$18,488.00	\$15,870.38	\$2,617.62
07-07-014-33	St. Louis CVC	\$60,000.00	\$60,000.00	\$0.00
07-08-011-33	City of Joplin CVB	\$34,102.50	\$32,506.34	\$1,596.16
07-08-016-33	Springfield CVB	\$60,000.00	\$60,000.00	\$0.00
07-08-022-33	Branson/Lakes Area Chamber of Commerce/CVB	\$6,400.00	\$5,955.10	\$444.90
07-08-023-33	Branson/Lakes Area Chamber of Commerce/CVB	\$24,300.00	\$23,254.40	\$1,045.60
<b>Destination Advertising</b>		<b>\$2,334,119.75</b>	<b>\$2,306,973.34</b>	<b>\$27,146.41</b>
07-01-044-44	Buchanan Co. Tourism Board d/b/a St. Joseph CVB	\$82,384.50	\$81,169.41	\$1,215.09
07-04-039-44	City of Independence - Tourism Department	\$140,000.00	\$139,794.71	\$205.29
07-04-042-44	CVB of Greater Kansas City	\$400,000.00	\$391,256.09	\$8,743.91
07-06-038-44	Greater Lake of the Ozarks CVB	\$381,533.50	\$364,989.55	\$16,543.95
07-07-041-44	St. Louis CVC	\$400,000.00	\$400,000.00	\$0.00
07-07-043-44	City of St. Charles Tourism Department	\$130,201.75	\$129,763.58	\$438.17
07-08-040-44	Springfield CVB	\$400,000.00	\$400,000.00	\$0.00
07-08-045-44	Branson/Lakes Area Chamber of Commerce/CVB	\$400,000.00	\$400,000.00	\$0.00

## Cooperative Marketing Fiscal Year 2007 Program Summary

<b>Small Project Marketing-S/F</b>		<b>\$18,289.37</b>	<b>\$17,846.10</b>	<b>\$443.27</b>
07-05-035-55	Clinton Area Chamber of Commerce/CVB	\$1,227.25	\$1,227.25	\$0.00
07-05-037-55	Warrensburg Chamber of Commerce & Visitor Center	\$2,428.08	\$2,121.70	\$306.38
07-06-036-55	Hermann Area Chamber of Commerce - Tourism Group	\$5,000.00	\$4,913.30	\$86.70
07-07-033-55	Chesterfield Chamber of Commerce	\$4,634.04	\$4,598.35	\$35.69
07-09-034-55	City of West Plains Tourism Dev. Advisory Council	\$5,000.00	\$4,985.50	\$14.50
<b>Small Project Marketing-W/S</b>		<b>\$20,519.60</b>	<b>\$18,460.32</b>	<b>\$2,059.28</b>
07-03-053-56	Mark Twain Lake Chamber of Commerce	\$5,000.00	\$2,986.65	\$2,013.35
07-06-052-56	Hermann Area Chamber of Commerce - Tourism Group	\$5,000.00	\$4,959.12	\$40.88
07-07-050-56	Chesterfield Chamber of Commerce	\$4,997.10	\$4,992.05	\$5.05
07-08-048-56	Southwest Missouri Tourism Alliance	\$5,000.00	\$5,000.00	\$0.00
07-10-047-56	New Madrid Chamber of Commerce	\$522.50	\$522.50	\$0.00
<b>Tourism Research</b>		<b>\$11,237.00</b>	<b>\$10,822.60</b>	<b>\$414.40</b>
07-01-009-66	Buchanan Co. Tourism Board d/b/a St. Joseph CVB	\$2,712.00	\$2,471.50	\$240.50
07-04-006-66	City of Independence - Tourism Department	\$3,525.00	\$3,351.10	\$173.90
07-08-013-66	City of Joplin CVB	\$5,000.00	\$5,000.00	\$0.00
<b>Brochure Program</b>		<b>\$7,738.00</b>	<b>\$7,692.47</b>	<b>\$45.53</b>
07-03-046-77	Monroe City Chamber of Commerce	\$792.00	\$791.97	\$0.03
07-05-054-77	Nevada/Vernon County Chamber of Commerce	\$2,500.00	\$2,500.00	\$0.00
07-05-056-77	Barton County Chamber of Commerce	\$2,425.00	\$2,379.50	\$45.50
07-06-055-77	Historic Arrow Rock Council	\$2,021.00	\$2,021.00	\$0.00
<b>FY2007 Program Totals</b>		<b>\$3,255,060.92</b>	<b>\$3,164,676.68</b>	<b>\$90,384.24</b>

### III. FY07 Project Assessments – Combined data

**Statistical Data** - At the end of each contract period, Cooperative Marketing Program participants submit project summary reports that provide data and assess the outcome of the funded marketing activities. The data is analyzed and combined here for program-wide measurement.

The following tables reflect the statistical data provided by our participants through the summary reports submitted following the completion of the fiscal year. No project summary is required for tourism research or brochure development projects.

**Outcomes for Marketing Projects that Target the Leisure Traveler** - Included in this group are projects funded in destination advertising, leisure travel marketing, small project marketing and brochure development categories. The summary reports for projects in this group outline the project objectives as well as the DMO's measure of the success of the funded marketing projects. The participants provide the main objectives of the project, gauge the extent to which the objectives were met and comment on the degree of success attributed to the project. Leisure travel marketing and destination advertising participants provide measurement research to support the outcomes reported.

The level of research required for each project is commensurate with the amount of state funding provided. Brochure program participants are required to provide a distribution plan for the number of brochures produced while participants in the Destination Advertising category must include research studies that convert advertising to visits and provide both economic impact and return on investment calculations for the marketing project. This research provides not only important data, but also valuable insight to Missouri tourism marketing trends at the local levels.

**Figure 9-** Illustrated in Figure 9 you will find the quantifiable data from projects targeting the leisure traveler. Marketing to the leisure traveler comprises ninety percent of Cooperative Marketing budget. The total co-op

## Cooperative Marketing Fiscal Year 2007 Program Summary

investment, both State and local for FY07 was \$5,771,895. From this investment, more than two billion impressions were generated with 652,762 inquiries

**Figure 9**  
**Combined Summary Data for Projects Targeting the Leisure Traveler:**  
**Destination Advertising, Leisure Travel Marketing and Small Project Marketing**

State Dollars Awarded	\$2,943,824	TV Ads Placed	13,921
State Dollars Reimbursed	\$2,861,730	Radio Ads Placed	9,279
Local Matching Dollars	\$2,910,165	Newspaper Ads Placed	319
Total Project Costs	\$5,771,895	Magazine Ads Placed	429
% In State	45	Billboards Leased	28
% Out-of-State	55	Brochures Distributed	917,746
Inquiries Reported	652,762	Trade Shows Attended	42
Gross Impressions	2,484,676,165	FAM Tours Hosted	16
Projects Funded	40	Web Sites Developed/Updated	2
		Other Marketing Activities	70

**Figure 10**

Extent to Which Projects Achieved Objectives	# Reporting
Significantly	20
Somewhat	15
Little	1
	36

**Figure 10** illustrates the extent to which the 39 leisure travel marketing responders achieved the stated marketing objectives.

For FY07, the Destination Advertising category generated more than 20,000 media placements representing over 1.6 billion advertising impressions. Destination advertising participants reported that for FY07 nearly 350,000 trips were generated through co-op advertising. On average, \$576 was spent during each of these trips.

Based upon the measurement research provided, the fiscal year 2007 average return on advertising investment (ROI) reported for each \$1 spent on destination advertising projects was \$19. This ROI represents a total economic impact of \$253,892,672.

See section IV of this publication for the individual outcomes of the Cooperative Marketing Program destination advertising projects

**Figure 11** reflects the outcomes reported by the eight participants of the destination advertising category.

**Figure 11 - Destination Advertising**  
**Summary of Outcomes and Measurements**

Dollars Awarded	\$2,334,120
Dollars Reimbursed	\$2,306,973
Local Matching Dollars	\$2,350,926
Inquiries Reported	316,761*
Gross Impressions	1,608,408,996
Media Placements	20,040
% Placed Instate	22
% Placed Out-of-state	78
<b>Measurement Results</b>	
Trips Generated	347,464
Average \$\$ Spent per Trip	\$575.64
Avg. ROI for each \$1 invested	\$19
Total Economic Impact	\$253,892,672
DA Projects Funded	8

*\*Does not include Web inquiries*

## Cooperative Marketing Fiscal Year 2007 Program Summary

**Figure 12**

Convention Marketing Summary Data	
State Dollars Awarded	\$300,000
State Dollars Reimbursed	\$292,124
Local Matching Dollars	\$294,970
Total Project Costs	\$587,948
ROI (for each \$1 spent)	\$70
Economic Impact	\$182,237,214
Magazine Ads Placed	126
Media Kits Distributed	54
Planners & Collateral Piece Distributed	1,905
Trade Shows Attended	34
Other Marketing Activities	24,507
Projects Funded	9
Conventions Booked	2,155
Meetings Booked	384
Sporting Events Booked	270
Total Bookings	2,809
Number of Projects Funded	9

**Figure 12** presents the outcomes of the FY07 Convention Marketing projects as reported by the nine category participants.

### Convention Marketing Outcomes -

Approximately 9% of the FY07 Cooperative Marketing awards supported convention marketing projects designed to bring new conventions, meetings and amateur sporting events to Missouri. Missouri destinations received funding for projects targeting convention, meeting and amateur sporting event planners. The combined state and local Cooperative Marketing investment for FY07 was \$587,984. For this period, the category participants reported an economic impact of \$182,237,214.

See section IV of this publication for the individual outcomes of the Cooperative Marketing Program convention marketing projects

**Figure 13** compares the outcomes of program years FY05, FY06 and FY07.

Figure 13	FY05	FY05/FY06 Comparison	FY06	FY06/FY07 Comparison	FY07
State \$\$ Awarded	\$3,097,631	\$66,239	\$3,163,870	\$91,190	\$3,255,060
State \$\$ Reimbursed	\$2,981,662	\$25,719	\$3,007,381	\$157,296	\$3,164,677
Unused \$\$	\$115,970	\$40,519	\$156,489	(\$66,105)	\$90,384
Local Matching \$\$	\$3,834,444	\$451,205	\$4,285,649	(\$1,068,050)	\$3,217,599
Total Project Cost	\$6,816,106	\$476,924	\$7,293,030	(\$910,754)	\$6,382,276
Exposure	1,962,815,124	467,268,865	2,430,083,989	54,592,176	2,484,676,165
Advertising Responses Reported	976,693	(519034.00)	457,659	195,103	652,762
% of Marketing to In-state Audience	53%	(13)	40%	41	41
% of Marketing to Out-of-state Audience	47%	0.00	60%	58	59
TV Ads Placed	13,760	1317.00	15,077	(1,156)	13,921
Radio Ads Placed	4,719	2184.00	6,903	2,376	9,279
Newspaper Ads Placed	523	(96.00)	427	(108)	319
Magazine Ads Placed	514	22.00	536	29	565
Videos Distributed	258	11.00	269	(269)	0
Billboards Leased	25	0.00	25	3	28
Brochures Distributed	696,542	(108010)	588,532	331,119	919,651
Trade Shows Attended	64	(38.00)	26	50	76
FAM Tours Hosted	18	8.00	26	(10)	16
Web Sites Developed/Updated	3	(2.00)	1	1	2
Other Marketing Activities	146	98.00	244	(167)	77
Overall Contract Completion Rate	96.25%	(1)	95.05%	2.17%	97.22%
Number of Projects Funded	56	(9.00)	47	6	53

## Cooperative Marketing Fiscal Year 2007 Program Summary

**Figure 14** lists the FY07 participating DMOs by total dollars reimbursed, most to least.

### FY07 Reimbursements by DMO

<u>DMO Name</u>	<u>Total Reimbursement</u>
Springfield CVB	460,000.00
St. Louis CVC	460,000.00
CVB of Greater Kansas City	437,524.84
Branson/Lakes Area Chamber of Commerce/CVB	429,209.50
Greater Lake of the Ozarks CVB	364,989.55
City of Independence - Tourism Department	169,019.25
City of St. Charles Tourism Department	129,763.58
Buchanan Co. Tourism Board d/b/a St. Joseph CVB	106,036.66
Lake of the OzarksTri-County Lodging Association	49,977.05
Downtown Branson Main Street Association	48,961.30
Lake of the Ozarks Golf Council, Inc.	47,742.13
Chamber of Commerce of Table Rock Lake/Kimberling City Area, Inc.	45,559.99
Cape Girardeau Chamber of Commerce/CVB	41,476.42
City of Joplin CVB	41,385.40
City of Lebanon	36,043.88
Pulaski County Visitors Bureau	34,062.28
City of Joplin CVB	32,506.34
Carthage CVB	26,628.78
City of Hannibal CVB	22,776.89
CVB for Sikeston, Mo. and Miner, Mo.	21,428.37
CVB of Ste. Genevieve	20,806.86
Sedalia Area Chamber of Commerce	17,930.54
City of Lexington	16,323.75
Jefferson City CVB	16,154.75
Indian Point Chamber of Commerce, Inc.	13,294.14
Mark Twain Home Foundation	11,011.00
Washington Area Chamber of Commerce	10,524.78
Missouri Caves Association	9,539.76
Southwest Missouri Tourism Alliance	5,000.00
Chesterfield Chamber of Commerce	4,992.05
City of West Plains Tourism Dev. Adv. Council	4,985.50
Hermann Area Chamber of Commerce	4,959.12
Hermann Area Chamber of Commerce	4,913.30
Chesterfield Chamber of Commerce	4,598.35
Mark Twain Lake Chamber of Commerce	2,986.65
Nevada/Vernon County Chamber of Commerce	2,500.00
Barton County Chamber of Commerce	2,379.50
Warrensburg Chamber of Commerce & Visitor Center	2,121.70
Historic Arrow Rock Council	2,021.00
Clinton Area Chamber of Commerce/CVB	1,227.25
Monroe City Chamber of Commerce	791.97
New Madrid Chamber of Commerce	522.50
<b>Total FY07 Reimbursements</b>	<b>3,164,676.68</b>

**IV. FY07 Project Assessments - Individual**

The following pages reflect the outcome information provided on each individual FY07 contract.

## SUMMARY OF LEISURE TRAVEL CATEGORY CONTRACTS

**Fiscal Year 2007**

---

Number of Leisure Travel Projects	18		
State Dollars Reimbursed	\$501,217.93		
Local Matching Dollars	\$501,218.19		
Total Project Cost	\$1,002,436.12		
State Dollars Budgeted	\$553,157.20		
Total Circulation/Gross Impressions	249,208,540		
Inquiries Reported	276,105		
TV Ads Placed	0	Brochures Distributed	766,946
Radio Ads Placed	3,597	Tradeshows Attended	35
Newspaper Ads Placed	102	FAM Tours Hosted	16
Magazine Ads Placed	157	Websites Developed/Updated	2
Billboards Leased	12	Other Marketing Activities	51
Videos Distributed	0		
Percent Targeting Instate Market	48 %		
Percent Targeting Out of State Markets	52 %		

---

<b><i>DMO Name</i></b>	<b><i>Award Amount</i></b>	<b><i>Reimbursed</i></b>
Mark Twain Home Foundation	\$15,337.00	\$11,011.00
City of Hannibal CVB	\$43,016.00	\$22,776.89
City of Lexington	\$17,323.30	\$16,323.75
Sedalia Area Chamber of Commerce	\$20,655.00	\$17,930.54
City of Lebanon	\$37,389.87	\$36,043.88
Lake of the OzarksTri-County Lodging Asso	\$50,000.00	\$49,977.05
Lake of the Ozarks Golf Council, Inc.	\$47,812.98	\$47,742.13
Jefferson City CVB	\$17,035.00	\$16,154.75
Pulaski County Visitors Bureau	\$21,234.00	\$18,191.90
Washington Area Chamber of Commerce	\$12,147.10	\$10,524.78
Carthage CVB	\$29,385.60	\$26,628.78
Downtown Branson Main Street Association	\$49,735.00	\$48,961.30
City of Joplin CVB	\$37,237.00	\$36,385.40
Chamber of Commerce of Table Rock Lake/	\$50,000.00	\$45,559.99
Indian Point Chamber of Commerce, Inc.	\$13,369.50	\$13,294.14
Cape Girardeau Chamber of Commerce/CV	\$45,203.35	\$41,476.42
CVB of Ste. Genevieve	\$21,320.00	\$20,806.86
CVB for Sikeston, Mo. and Miner, Mo.	\$24,956.50	\$21,428.37

## FY2007 INDIVIDUAL PROJECT ASSESSMENTS

### Projects Targeting the Leisure Traveler

#### DMO Information

Contract #:    **07-03-002-11**                      DMO    **Mark Twain Home Foundation**

Project:        Leisure Travel Marketing                      Mark Twain Home & Museum Mktg.

Primary Objectives    1. To increase awareness of the Mark Twain Boyhood Home & Museum as a leisure destination 2. To encourage overnight stops by visitors, thus helping the overall economy of Hannibal 3. Encourage out-of-state visitors and groups to visit the museum

Destination Description    The DMO consists of two interactive museums; the Interpretive Center and the Museum Gallery and six historically significant buildings; Mark Twain's Boyhood Home, the Boyhood Home gift shop, the Becky Thatcher House, the Judge Clemens Justice of the Peace Office, Grant's Drug Store/Pilaster House and the Huckleberry Finn House. Some of the local attractions are; Star Theater, Mark Twain Riverboat Cruises, The Haunted House on Hill Street Wax Museum and Cameron Cave. There are several events and festivals throughout the year such as; Mark Twain's Birthday Party and Juneteenth Celebration.

#### Budget and Expenditures

<u>State Dollars Budgeted:</u>	\$15,337.00	<u>State Dollars Reimbursed:</u>	\$11,011.00
<u>Revised Budget Total:</u>	\$0.00	<u>Local Matching Dollars:</u>	\$11,011.01
		<u>Total Project Cost:</u>	\$22,022.01

#### Marketing Activity Information

<u>TV Ads Placed</u>	0	<u>Brochures Distributed</u>	23,446
<u>Radio Ads Placed</u>	0	<u>Tradeshows Attended</u>	1
<u>Newspaper Ads Placed</u>	0	<u>FAM Tours Hosted</u>	0
<u>Magazine Ads Placed</u>	4	<u>Websites Developed/Updated</u>	0
<u>Billboards Leased</u>	0	<u>Other Marketing Activity</u>	0
<u>Videos Distributed</u>	0		
 <u>Instate Marketing</u>	 40 %	 <u>Total Circulation/Gross Impressions</u>	 263,496
<u>Out of State Marketing</u>	60 %	<u>Inquiries Reported</u>	7,973

#### Project Outcomes

Percentage Completed    72%

Did Project Achieve Objectives?    Somewhat

DMO Comments    The increase in brochure distribution greatly expanded the DMO's reach, helping to increase awareness of the DMO as a leisure destination and encouraging out of state visitors and groups to visit. The advertising in magazines also increased awareness.

Research Methods    Response Survey                      Conversion Rate:                      <sup>1</sup> ROI:

None    Economic Impact:

Other

Impact of Co-op Project    Without the Cooperative Marketing Program, the DMO would not have been able to afford to market to this wider audience.

Outcome Effect on Future Marketing    The museum will continue with its broader distribution of brochures, since there was great results with the increased distribution.

<sup>1</sup> ROI (return on investment) amounts here represent the identified economic benefit for every \$1 spent on this project.



## FY2007 INDIVIDUAL PROJECT ASSESSMENTS

### Projects Targeting the Leisure Traveler

#### DMO Information

Contract #:     **07-03-019-11**                      DMO   **City of Hannibal CVB**  
Project:        Leisure Travel Marketing              The Adventure Continues-Hannibal Missouri "America's Hometown"

Primary  
Objectives

Destination  
Description

**Project Summary Report Not Submitted for this Contract**

#### Budget and Expenditures

<u>State Dollars Budgeted:</u>	\$43,016.00	<u>State Dollars Reimbursed:</u>	\$22,776.89
<u>Revised Budget Total:</u>	\$0.00	<u>Local Matching Dollars:</u>	\$22,776.91
		<u>Total Project Cost:</u>	\$45,553.80

#### Marketing Activity Information

<u>TV Ads Placed</u>	0	<u>Brochures Distributed</u>	0
<u>Radio Ads Placed</u>	0	<u>Tradeshows Attended</u>	0
<u>Newspaper Ads Placed</u>	0	<u>FAM Tours Hosted</u>	0
<u>Magazine Ads Placed</u>	0	<u>Websites Developed/Updated</u>	0
<u>Billboards Leased</u>	0	<u>Other Marketing Activity</u>	0
<u>Videos Distributed</u>	0		

<u>Instate Marketing</u>	100 %	<u>Total Circulation/Gross Impressions</u>	0
<u>Out of State Marketing</u>	0 %	<u>Inquiries Reported</u>	0

#### Project Outcomes

Percentage Completed     53%

Did Project Achieve     Did not respond  
Objectives?

DMO Comments

Research Methods

Conversion Rate:                      <sup>1</sup> ROI:

Economic Impact:                      \$0

Impact of Co-op Project

Outcome Effect on  
Future Marketing

<sup>1</sup> ROI (return on investment) amounts here represent the identified economic benefit for every \$1 spent on this project.

## FY2007 INDIVIDUAL PROJECT ASSESSMENTS

### Projects Targeting the Leisure Traveler

#### DMO Information

<u>Contract #:</u>	07-04-010-11	<u>DMO</u>	City of Lexington
<u>Project:</u>	Leisure Travel Marketing		Show Me Lexington
<u>Primary Objectives</u>	1. Increase awareness of Lexington's history and tourist attractions 2. Increase number of one and two day visits 3. To encourage repeat and longer visits		
<u>Destination Description</u>	Atop the bluffs of the Missouri River, Lexington is a quiet, friendly town with a rich history that includes a three-day Civil War Battle, outfitting of the Santa Fe Trail, headquarters of the firm that founded the Pony Express, Anderson House and a newly renovated downtown with many antique and specialty shops. Lexington is located at the juncture of Highways 24 and 13 and just 15 miles from I-70. This location allows our community to attract visitors traveling to other various tourist destinations in Missouri. Our close proximity, around 50 miles, from Kansas City gives us the opportunity to attract another large group of potential visitors.		

#### Budget and Expenditures

		<u>State Dollars Reimbursed:</u>	\$16,323.75
<u>State Dollars Budgeted:</u>	\$17,323.30	<u>Local Matching Dollars:</u>	\$16,323.75
<u>Revised Budget Total:</u>	\$0.00	<u>Total Project Cost:</u>	\$32,647.50

#### Marketing Activity Information

<u>TV Ads Placed</u>	0	<u>Brochures Distributed</u>	34,000
<u>Radio Ads Placed</u>	0	<u>Tradeshows Attended</u>	0
<u>Newspaper Ads Placed</u>	6	<u>FAM Tours Hosted</u>	0
<u>Magazine Ads Placed</u>	11	<u>Websites Developed/Updated</u>	1
<u>Billboards Leased</u>	2	<u>Other Marketing Activity</u>	0
<u>Videos Distributed</u>	0		
<u>Instate Marketing</u>	96 %	<u>Total Circulation/Gross Impressions</u>	3,036,500
<u>Out of State Marketing</u>	4 %	<u>Inquiries Reported</u>	110

#### Project Outcomes

<u>Percentage Completed</u>	94%		
<u>Did Project Achieve Objectives?</u>	Little		
<u>DMO Comments</u>	We feel we have had visitors that came having mentioned ads, but not the numbers we would want.		
<u>Research Methods</u>	Intercept Study	<u>Conversion Rate:</u>	<sup>1</sup> ROI:
	Web Tracking	<u>Economic Impact:</u>	\$0
	Other		
<u>Impact of Co-op Project</u>	It brought people to town.		
<u>Outcome Effect on Future Marketing</u>	Best response was from Midwest Traveler.		

<sup>1</sup> ROI (return on investment) amounts here represent the identified economic benefit for every \$1 spent on this project.

## FY2007 INDIVIDUAL PROJECT ASSESSMENTS

### Projects Targeting the Leisure Traveler

#### DMO Information

<u>Contract #:</u>	07-05-007-11	<u>DMO</u>	Sedalia Area Chamber of Commerce
<u>Project:</u>	Leisure Travel Marketing		2007 Leisure Marketing
<u>Primary Objectives</u>	1. Increase leisure travelers by 2% through occupancy rates and sales tax revenues 2. Shape Sedalia's image as visitor destination by generating \$25,000 advertising equivalency for editorial placement 3. Increase awareness within group travel by the number of group travel leads received and groups assisted		
<u>Destination Description</u>	Sedalia is the county seat and serves as a market center for Pettis County, located in west central Missouri at the intersection of highways 65 and 50, only thirty miles south of I-70. The area is characterized by gentle rolling hills and prairie. Our location on highway 65 places the county en route to the Lake of the Ozarks, Truman Lake, Pomme De Terre Lake and the Springfield/Branson area. The Missouri State Fairgrounds facilities draw thousands of visitors annually for camping rallies, livestock shows, sports tournaments and the Missouri State Fair. Major attractions include: Daum Museum of Contemporary Art, Railroad Heritage Exhibits, Scott Joplin Ragtime Festival, Katy Trail State Park, Bothwell Lodge State Historic Site, Blues & BBQ Festival and Hamlet of Mid Missouri Renaissance Festival.		

#### Budget and Expenditures

		<u>State Dollars Reimbursed:</u>	\$17,930.54
<u>State Dollars Budgeted:</u>	\$20,655.00	<u>Local Matching Dollars:</u>	\$17,930.54
<u>Revised Budget Total:</u>	\$19,942.50	<u>Total Project Cost:</u>	\$35,861.08

#### Marketing Activity Information

<u>TV Ads Placed</u>	0	<u>Brochures Distributed</u>	28,500
<u>Radio Ads Placed</u>	0	<u>Tradeshows Attended</u>	0
<u>Newspaper Ads Placed</u>	2	<u>FAM Tours Hosted</u>	0
<u>Magazine Ads Placed</u>	3	<u>Websites Developed/Updated</u>	0
<u>Billboards Leased</u>	0	<u>Other Marketing Activity</u>	1
<u>Videos Distributed</u>	0		
 <u>Instate Marketing</u>	 66 %	 <u>Total Circulation/Gross Impressions</u>	 9,288,000
<u>Out of State Marketing</u>	34 %	<u>Inquiries Reported</u>	7,953

#### Project Outcomes

<u>Percentage Completed</u>	87%		
<u>Did Project Achieve Objectives?</u>	Somewhat		
<u>DMO Comments</u>	Ad equivalency of \$20,000 with Sedalia highlighted in Missouri Ruralist Magazine, Lake Sun Leader, Christian County Headliner, Rural Electric, Carrollton Democrat, Macon Cronicle-Herald, Kansas City Star, St. Paul Pioneer Press, Skuyler County Time, Kirksville Daily Express, and Sun Publications.		
<u>Research Methods</u>	Conversion Study	<u>Conversion Rate:</u>	70.00% <sup>1</sup> <u>ROI:</u> \$89.40
		<u>Economic Impact:</u>	\$3,189,824
<u>Impact of Co-op Project</u>	It allows us to expand our advertising dollars to become more visible as a destination primarily due to increased ad equivalency and securing overnight Group Tour stays.		
<u>Outcome Effect on Future Marketing</u>	We will concentrate on in-state marketing to the closer to home traveler. We will enhance our web site as more people are downloading our Visitors Guide information. This is beneficial in two major areas; it cost us less in postage and it gets it in the visitors hands quicker.		

<sup>1</sup> ROI (return on investment) amounts here represent the identified economic benefit for every \$1 spent on this project.

## FY2007 INDIVIDUAL PROJECT ASSESSMENTS

### Projects Targeting the Leisure Traveler

#### **DMO Information**

<u>Contract #:</u>	07-06-027-11	<u>DMO</u>	City of Lebanon
<u>Project:</u>	Leisure Travel Marketing "A Lot of Fun" Campaign		
<u>Primary Objectives</u>	1. Increase number of visitors and length of stay 2. Increase traveler expenditures 3. Build awareness of Lebanon as a leisure destination		
<u>Destination Description</u>	Lebanon is less than a hour from Springfield and about 90 minutes from Branson, located at the crossroads of I-44 and Missouri Highway 5. It is a major gateway to the Lake of the Ozarks and a popular stopping place for travelers along the interstate. Lebanon area's #1 attraction is Bennett Spring State Park. The park is 11 miles northwest of Lebanon and is considered one of the premier trout fishing locations in the state of Missouri. Other popular attractions are; Barrels of Fun, Historic Route 66 and I-44 Speedway. Shoppers will find a wide variety of stores to experience such as; Heartland Antique Mall, Russell Stover candy outlet and Harley-Davidson store. Events attract visitors to Lebanon throughout the year. Some of the top events hosted on an annual basis are; the Opening Day of Trout Season, Hillbilly Days, Art at the Farm, the Laclede County Fair and holiday festivals.		

#### **Budget and Expenditures**

<u>State Dollars Budgeted:</u>	\$37,389.87	<u>State Dollars Reimbursed:</u>	\$36,043.88
<u>Revised Budget Total:</u>	\$0.00	<u>Local Matching Dollars:</u>	\$36,043.89
		<u>Total Project Cost:</u>	\$72,087.77

#### **Marketing Activity Information**

<u>TV Ads Placed</u>	0	<u>Brochures Distributed</u>	32,000
<u>Radio Ads Placed</u>	0	<u>Tradeshows Attended</u>	4
<u>Newspaper Ads Placed</u>	2	<u>FAM Tours Hosted</u>	3
<u>Magazine Ads Placed</u>	7	<u>Websites Developed/Updated</u>	0
<u>Billboards Leased</u>	4	<u>Other Marketing Activity</u>	5
<u>Videos Distributed</u>	0		
 <u>Instate Marketing</u>	 35 %	 <u>Total Circulation/Gross Impressions</u>	 50,020,960
<u>Out of State Marketing</u>	65 %	<u>Inquiries Reported</u>	5,524

#### **Project Outcomes**

<u>Percentage Completed</u>	96%		
<u>Did Project Achieve Objectives?</u>	Significantly		
<u>DMO Comments</u>	Lodging tax increased by 18.7%, overall traveler expenditures increased by 16.4% and news media exposure through our Public Relations campaign increased by more than 5%, which exceeded our goal. Special events are drawing more visitors to Lebanon.		
<u>Research Methods</u>	Intercept study on gospel event	<u>Conversion Rate:</u>	<sup>1</sup> ROI:
	Ad equivalency report	<u>Economic Impact:</u>	\$0
	Lodging tax comparison		
<u>Impact of Co-op Project</u>	We implemented a comprehensive marketing campaign consisting of magazine ads, newspaper inserts, iBrochure with Madden, participation in travel shows, hosted familiarization tours and conducted media visits.		
<u>Outcome Effect on Future Marketing</u>	Public Relations is a priority, travel shows demonstrate high interest, Madden Preprint in Spring and Fall generated the highest number of inquiries, Gospel Sing draws significant visitors (increases hotel occupancy), billboards create awareness and brochures are important.		

<sup>1</sup> ROI (return on investment) amounts here represent the identified economic benefit for every \$1 spent on this project.

## FY2007 INDIVIDUAL PROJECT ASSESSMENTS

### Projects Targeting the Leisure Traveler

#### **DMO Information**

<u>Contract #:</u>	07-06-028-11	<u>DMO</u>	Lake of the Ozarks Tri-County Lodging Association
<u>Project:</u>	Leisure Travel Marketing		Lake of the Ozarks Public Relations
<u>Primary Objectives</u>	1. Extend our season 2. Extend length of customers visit 3. Increase awareness of destination		
<u>Destination Description</u>	<p>Central Missouri's Lake of the Ozarks is the premier family vacation, golf and meeting destination in America's Heartland. The 54,000 acre lake is a family-oriented mecca for anglers, swimmers, boaters, water-skiers and sailors. Off the water, visitors can enjoy world-class golf at 16 courses open to the public. Tennis, hiking, hunting and a variety of other recreational activities add to the area's appeal. Missouri's largest state park and largest brand-name outlet shopping mall are distinctive Lake attractions, along with three show caves, 50-plus area antique stores, four family fun parks and two Ozark-style music shows. The finest array of restaurants in Central Missouri, including more than 40 located on the Lake keep visitors well fed. The Lake offers 250-plus lodging facilities ranging from full-service luxury resorts and smaller family-operated resorts to chain motels, condo rentals, campgrounds, bed-and-breakfasts and even houseboats. Business is a pleasure at the Lake as well, with 350,000 square feet of professional meeting space for conventions, reunions, meetings and conferences. A year full of festivals, fairs and fun events means there is always something happening at the Lake.</p>		

#### **Budget and Expenditures**

		<u>State Dollars Reimbursed:</u>	\$49,977.05
<u>State Dollars Budgeted:</u>	\$50,000.00	<u>Local Matching Dollars:</u>	\$49,977.09
<u>Revised Budget Total:</u>	\$0.00	<u>Total Project Cost:</u>	\$99,954.14

#### **Marketing Activity Information**

<u>TV Ads Placed</u>	0	<u>Brochures Distributed</u>	0
<u>Radio Ads Placed</u>	0	<u>Tradeshows Attended</u>	5
<u>Newspaper Ads Placed</u>	0	<u>FAM Tours Hosted</u>	12
<u>Magazine Ads Placed</u>	0	<u>Websites Developed/Updated</u>	0
<u>Billboards Leased</u>	0	<u>Other Marketing Activity</u>	38
<u>Videos Distributed</u>	0		
 <u>Instate Marketing</u>	 20 %	 <u>Total Circulation/Gross Impressions</u>	 332
<u>Out of State Marketing</u>	80 %	<u>Inquiries Reported</u>	332

#### **Project Outcomes**

<u>Percentage Completed</u>	100%		
<u>Did Project Achieve Objectives?</u>	Significantly		
<u>DMO Comments</u>	We successfully implemented a comprehensive public relations campaign which included personal media visits, participated in travel media trade shows, hosted travel media journalists on press trips and increased awareness of the Lake of the Ozarks as a destination.		
<u>Research Methods</u>	Ad Awareness Study	<u>Conversion Rate:</u>	<sup>1</sup> ROI:
	Other	<u>Economic Impact:</u>	\$0
<u>Impact of Co-op Project</u>	In cooperation with the Missouri Division of Tourism, we invested almost \$100,000 in public relations activities, which resulted in more than \$2 million in actual advertising equivalency. Public relations value was \$8 million. Return on investment continues to be the most positive marketing activity for Tri-County Lodging Association.		
<u>Outcome Effect on Future Marketing</u>	Our outcome measurements reinforce our decision to make public relations a major component of our marketing activities. We will continue to aggressively work with the travel media to gain increased exposure for the Lake of the Ozarks.		

<sup>1</sup> ROI (return on investment) amounts here represent the identified economic benefit for every \$1 spent on this project.

## FY2007 INDIVIDUAL PROJECT ASSESSMENTS

### Projects Targeting the Leisure Traveler

#### **DMO Information**

<u>Contract #:</u>	07-06-029-11	<u>DMO</u>	Lake of the Ozarks Golf Council, Inc.
<u>Project:</u>	Leisure Travel Marketing	Advertising & Promotions	
<u>Primary Objectives</u>	1. Increase demand for Lake of the Ozarks as golf destination 2. Increase number of golfers and rounds played 3. Increase total travel spending by golfers		
<u>Destination Description</u>	Central Missouri's Lake of the Ozarks is the premier family vacation, golf and meeting destination in America's heartland. The 54,000 acre lake is a family-oriented mecca for anglers, swimmers, boaters, water-skiers and sailors. Off the water, visitors can enjoy world-class golf at 16 courses open to the public. Tennis, hiking, hunting and a variety of other recreational activities add to the area's appeal. Missouri's largest state park and largest brand-name outlet shopping mall are distinctive Lake attractions, along with three show caves, 50-plus area antique stores, four family fun parks and two Ozark-style music shows. The finest array of restaurants in Central Missouri, including more than 40 located on the Lake keep visitors well fed. The Lake offers 250-plus lodging facilities ranging from full-service luxury resorts and smaller family-operated resorts to chain motels, condo rentals, campgrounds, bed-and-breakfasts and even houseboats. Business is a pleasure at the Lake as well, with 350,000 square feet of professional meeting space for conventions, reunions, meetings and conferences. A year full of festivals, fairs and fun events means there is always something happening at the Lake.		

#### **Budget and Expenditures**

		<u>State Dollars Reimbursed:</u>	\$47,742.13
<u>State Dollars Budgeted:</u>	\$47,812.98	<u>Local Matching Dollars:</u>	\$47,742.15
<u>Revised Budget Total:</u>	\$0.00	<u>Total Project Cost:</u>	\$95,484.28

#### **Marketing Activity Information**

<u>TV Ads Placed</u>	0	<u>Brochures Distributed</u>	50,000
<u>Radio Ads Placed</u>	0	<u>Tradeshows Attended</u>	7
<u>Newspaper Ads Placed</u>	4	<u>FAM Tours Hosted</u>	1
<u>Magazine Ads Placed</u>	20	<u>Websites Developed/Updated</u>	0
<u>Billboards Leased</u>	0	<u>Other Marketing Activity</u>	0
<u>Videos Distributed</u>	0		
 <u>Instate Marketing</u>	 30 %	 <u>Total Circulation/Gross Impressions</u>	 3,900,297
<u>Out of State Marketing</u>	70 %	<u>Inquiries Reported</u>	91,714

#### **Project Outcomes**

<u>Percentage Completed</u>	100%		
<u>Did Project Achieve Objectives?</u>	Significantly		
<u>DMO Comments</u>	Eight out of ten people surveyed in our conversion study indicated they plan to play golf at the Lake of the Ozarks within the next 12 months which indicates continued interest and demand for our destination. The 18-hole rounds of golf are up 3% YTD over 2006.		
<u>Research Methods</u>	Conversion Study	<u>Conversion Rate:</u>	36.80% <sup>1</sup> <u>ROI:</u> \$5.29
	Ad Awareness Study	<u>Economic Impact:</u>	\$195,143
	Other		
<u>Impact of Co-op Project</u>	The Golf Council has a very limited budget in which to operate. Cooperative Marketing Program funds enabled us to promote the Lake of the Ozarks as a golfing destination. Advertising in regional magazines, golf magazines and the Madden Preprint insert is critical to our success.		
<u>Outcome Effect on Future Marketing</u>	The results from our outcome measurements confirm that we are spending our marketing dollars wisely. We will continue to place a high priority on golf shows, our golf guide, golf magazines, our media familiarization and Madden Preprint inserts.		

<sup>1</sup> ROI (return on investment) amounts here represent the identified economic benefit for every \$1 spent on this project.

## FY2007 INDIVIDUAL PROJECT ASSESSMENTS

### Projects Targeting the Leisure Traveler

#### DMO Information

Contract #:     **07-06-030-11**                      DMO   **Jefferson City CVB**

Project:        Leisure Travel Marketing              Printing Advertising for Leisure Market

Primary Objectives     1. Enhance effectiveness of communication tools   2. Produce maximum positive media impressions   3. Proactively maximize limited resources

Destination Description     The Jefferson City CVB is responsible for marketing the city's premier attractions, including the Missouri State Capitol building, Jefferson Landing Historic Site, the Governor's Mansion, the Carnahan Memorial Garden, Museum of Missouri Military History, Missouri State Highway Patrol Museum, Missouri Supreme Court, Lincoln University - a historic national landmark, Runge Nature Center, Native Stone Winery and many other points of interest including Lewis and Clark sites. Sporting events such as Capitol Soccer also draws large crowds.

#### Budget and Expenditures

<u>State Dollars Budgeted:</u>	\$17,035.00	<u>State Dollars Reimbursed:</u>	\$16,154.75
<u>Revised Budget Total:</u>	\$0.00	<u>Local Matching Dollars:</u>	\$16,154.75
		<u>Total Project Cost:</u>	\$32,309.50

#### Marketing Activity Information

<u>TV Ads Placed</u>	0	<u>Brochures Distributed</u>	0
<u>Radio Ads Placed</u>	0	<u>Tradeshows Attended</u>	0
<u>Newspaper Ads Placed</u>	0	<u>FAM Tours Hosted</u>	0
<u>Magazine Ads Placed</u>	9	<u>Websites Developed/Updated</u>	0
<u>Billboards Leased</u>	0	<u>Other Marketing Activity</u>	0
<u>Videos Distributed</u>	0		
 <u>Instate Marketing</u>	 40 %	 <u>Total Circulation/Gross Impressions</u>	 1,239,000
<u>Out of State Marketing</u>	60 %	<u>Inquiries Reported</u>	9,265

#### Project Outcomes

Percentage Completed     95%

Did Project Achieve Objectives?     Somewhat

DMO Comments     We expected a higher number of reader response.

Research Methods     Conversion Study                      Conversion Rate:   42.00%     <sup>1</sup> ROI:     \$36.55

Economic Impact:     \$1,245,120

Impact of Co-op Project     The Cooperative Marketing Program enabled us to advertise in magazines that we would not have been able to afford without the match from the Missouri Division of Tourism.

Outcome Effect on Future Marketing     It made us aware what publications work better than others. We will not use some of the current publications for next years marketing project.

<sup>1</sup> ROI (return on investment) amounts here represent the identified economic benefit for every \$1 spent on this project.

## Projects Targeting the Leisure Traveler

<u>Contract #:</u>	<b>07-06-031-11</b>	<u>DMO</u>	<b>Pulaski County Visitors Bureau</b>
<u>Project:</u>	Leisure Travel Marketing	Pulaski County Leisure Co-op FY07	
<u>Primary Objectives</u>	1. To increase group & military reunion travel room nights by 10 percent 2. To increase leisure travel by 4 percent 3. To receive award from two sporting events		
<u>Destination Description</u>	Pulaski county is centrally located on I-44 between Branson and St. Louis and is home to Fort Leonard Wood. Popular attractions are the Mahaffie Military Museum at Fort Leonard Wood and water activities on the Gasconade and Big Piney Rivers, a Blue Ribbon Trout Management area. Other attractions include: Historic Route 66, Old Stagecoach Stop, Civil War Museum and the Trail of Tears. Pulaski County also hosts over 70 events including: Frogfest, Dixon Cow Days and Crocker's Railroad Festival. Plans for a National Veteran's Cemetery and Monument are underway.		

<b>and Expenditures</b>		<u>State Dollars Reimbursed:</u>	\$18,191.90
<u>State Dollars Budgeted:</u>	\$21,234.00	<u>Local Matching Dollars:</u>	\$18,191.92
<u>Revised Budget Total:</u>	\$0.00	<u>Total Project Cost:</u>	\$36,383.82

<u>TV Ads Placed</u>	0	<u>Brochures Distributed</u>	0
<u>Radio Ads Placed</u>	0	<u>Tradeshows Attended</u>	4
<u>Newspaper Ads Placed</u>	0	<u>FAM Tours Hosted</u>	0
<u>Magazine Ads Placed</u>	6	<u>Websites Developed/Updated</u>	0
<u>Billboards Leased</u>	2	<u>Other Marketing Activity</u>	0
<u>Videos Distributed</u>	0		
 <u>Instate Marketing</u>	100 %	 <u>Total Circulation/Gross Impressions</u>	21,200,750
<u>Out of State Marketing</u>	0 %	<u>Inquiries Reported</u>	15,365

<u>Percentage Completed</u>	86%									
<u>Did Project Achieve Objectives?</u>	Significantly									
<u>DMO Comments</u>	Leisure inquiries up by 28%. Received excellent response from Ebrochure program.									
<u>Research Methods</u>	<table border="0"> <tr> <td>Tax Revenue Comparison</td> <td><u>Conversion Rate:</u></td> <td><sup>1</sup> ROI:</td> </tr> <tr> <td>Surveys</td> <td></td> <td></td> </tr> <tr> <td>Hotel statistical analysis</td> <td><u>Economic Impact:</u></td> <td>\$0</td> </tr> </table>	Tax Revenue Comparison	<u>Conversion Rate:</u>	<sup>1</sup> ROI:	Surveys			Hotel statistical analysis	<u>Economic Impact:</u>	\$0
Tax Revenue Comparison	<u>Conversion Rate:</u>	<sup>1</sup> ROI:								
Surveys										
Hotel statistical analysis	<u>Economic Impact:</u>	\$0								
<u>Impact of Co-op Project</u>	The Cooperative Marketing Program enabled Pulaski County Tourism Bureau to reach new markets that we could not otherwise do. Increase frequency of ads to publications that have proven history of generating inquiries and have high levels of conversion.									
<u>Outcome Effect on Future Marketing</u>	The conversion study results along with return on investment for each event or publication will be reviewed. Ads with high return on investment costs and low conversion results will be discontinued and new publications will be tested in their place.									

23



## FY2007 INDIVIDUAL PROJECT ASSESSMENTS

### Projects Targeting the Leisure Traveler

#### DMO Information

<u>Contract #:</u>	07-07-003-11	<u>DMO</u>	Washington Area Chamber of Commerce
<u>Project:</u>	Leisure Travel Marketing		Washington Advertising
<u>Primary Objectives</u>	1. Increase documented inquiries from print ads by 5 percent 2. Increase total contacts by 5 percent over FY06 3. Expand awareness of Washington among interstate travelers		
<u>Destination Description</u>	Washington remains attractive as a one-day or overnight destination. A 2005 conversion analysis and a 2005 intercept study reported high interest in Washington's access to restaurants, wineries, shops, special events and historic sites and parks. Washington area hosts a number of tourist attractions and events. The following are some of the notable; Antique and Specialty Stores, Purina Farms, Washington Chamber Home Show, Missouri Meerschaum Corncob Pipes, Art Fair and Winefest, Craft Festivals, Holiday Celebrations, Katy Trail State Park, Church dinners and picnics, modern motels and quaint Bed & Breakfasts and Washington Town & Country Fair.		

#### Budget and Expenditures

<u>State Dollars Budgeted:</u>	\$12,147.10	<u>State Dollars Reimbursed:</u>	\$10,524.78
<u>Revised Budget Total:</u>	\$0.00	<u>Local Matching Dollars:</u>	\$10,524.80
		<u>Total Project Cost:</u>	\$21,049.58

#### Marketing Activity Information

<u>TV Ads Placed</u>	0	<u>Brochures Distributed</u>	15,000
<u>Radio Ads Placed</u>	0	<u>Tradeshows Attended</u>	0
<u>Newspaper Ads Placed</u>	6	<u>FAM Tours Hosted</u>	0
<u>Magazine Ads Placed</u>	4	<u>Websites Developed/Updated</u>	0
<u>Billboards Leased</u>	1	<u>Other Marketing Activity</u>	0
<u>Videos Distributed</u>	0		
 <u>Instate Marketing</u>	 64 %	 <u>Total Circulation/Gross Impressions</u>	 4,038,393
<u>Out of State Marketing</u>	36 %	<u>Inquiries Reported</u>	11,583

#### Project Outcomes

<u>Percentage Completed</u>	87%		
<u>Did Project Achieve Objectives?</u>	Somewhat		
<u>DMO Comments</u>	The project had a significant impact on objectives one and two with a 6.6% increase in documented inquiries and a 23% increase in total contacts over FY06. The effectiveness of the billboard (addressing objective three) is much more difficult to assess.		
<u>Research Methods</u>	Intercept Study	<u>Conversion Rate:</u>	<sup>1</sup> ROI: \$0.00
	Inquiry Tracking	<u>Economic Impact:</u>	\$0
	Other		
<u>Impact of Co-op Project</u>	Cooperative Marketing Program funds enable the purchase of major pieces of the Washington marketing effort that in turn, make possible the results noted in the above responses. An additional benefit that bears repeating this year is that intangible resource for planning, marketing, advertising and research evaluation provided by Missouri Division of Tourism staff and the other participating destinations. The information and knowledge gleaned from these professionals are reflected in every page of Washington's tourism marketing plans.		
<u>Outcome Effect on Future Marketing</u>	Increased in-service with the Mainstreet program will hopefully preclude the loss of marketing opportunities. "Missouri Life" ads did not produce the desired measurable results and will not be included in the FY09 application. All other components will be continued.		

<sup>1</sup> ROI (return on investment) amounts here represent the identified economic benefit for every \$1 spent on this project.

## FY2007 INDIVIDUAL PROJECT ASSESSMENTS

### Projects Targeting the Leisure Traveler

#### DMO Information

<u>Contract #:</u>	07-08-001-11	<u>DMO</u>	Carthage CVB
<u>Project:</u>	Leisure Travel Marketing		2007 Marketing
<u>Primary Objectives</u>	1. Increase overnight stays by 2 percent 2. Increase unique visitors to www.visit-carthage.com 3. Organize and increase awareness for Carthage by generating advertising equivalency through editorial placement		
<u>Destination Description</u>	Carthage is a small town nestled in Southwest Missouri. It is home to Precious Moments Chapel, Victorian architecture, Civil War history and a section of Route 66. Visitors are also drawn to our huge Romanesque Courthouse located on our historic downtown Square, our museums and gift shops, as well as our many festivals, including Marian Days, the Maple Leaf Festival, Art in the HeARTland, Arts in the Park, The Ragtime and Acoustical festivals and the Midwest Gathering of Artists.		

#### Budget and Expenditures

		<u>State Dollars Reimbursed:</u>	\$26,628.78
<u>State Dollars Budgeted:</u>	\$29,385.60	<u>Local Matching Dollars:</u>	\$26,628.80
<u>Revised Budget Total:</u>	\$0.00	<u>Total Project Cost:</u>	\$53,257.58

#### Marketing Activity Information

<u>TV Ads Placed</u>	0	<u>Brochures Distributed</u>	0
<u>Radio Ads Placed</u>	0	<u>Tradeshows Attended</u>	2
<u>Newspaper Ads Placed</u>	2	<u>FAM Tours Hosted</u>	0
<u>Magazine Ads Placed</u>	9	<u>Websites Developed/Updated</u>	1
<u>Billboards Leased</u>	0	<u>Other Marketing Activity</u>	0
<u>Videos Distributed</u>	0		
 <u>Instate Marketing</u>	 33 %	 <u>Total Circulation/Gross Impressions</u>	 9,506,924
<u>Out of State Marketing</u>	67 %	<u>Inquiries Reported</u>	3,988

#### Project Outcomes

<u>Percentage Completed</u>	91%		
<u>Did Project Achieve Objectives?</u>	Significantly		
<u>DMO Comments</u>	The Carthage CVB was able to accomplish all marketing objectives outlined in the original grant request.		
<u>Research Methods</u>	Ad Equivalency	<u>Conversion Rate:</u>	<sup>1</sup> ROI:
	CPI Calculation	<u>Economic Impact:</u>	\$0
	Web Visitor Tracking		
<u>Impact of Co-op Project</u>	As stated above this program increased the Carthage CVB marketing efforts by 40%. It allowed the city to publicize in more national publications, attend additional tradeshows and create a more comprehensive visitor website to show our product.		
<u>Outcome Effect on Future Marketing</u>	Our outcome measurements were as expected or greater, encouraging more similar projects in the future to generate interest and leads in our destination. We were pleased with the outcome of our marketing efforts in 2007.		

<sup>1</sup> ROI (return on investment) amounts here represent the identified economic benefit for every \$1 spent on this project.

## FY2007 INDIVIDUAL PROJECT ASSESSMENTS

### Projects Targeting the Leisure Traveler

#### **DMO Information**

<u>Contract #:</u>	07-08-004-11	<u>DMO</u>	Downtown Branson Main Street Association
<u>Project:</u>	Leisure Travel Marketing	Creating Experiences in Historic Downtown Branson	
<u>Primary Objectives</u>	1. Increase sales tax revenues by 5 percent 2. Increase length of stay by a half day 3. Increase first-time visitors by 3 percent		
<u>Destination Description</u>	Historic Downtown Branson is a place of hospitality and new experiences on every block. We have over 100 unique shops, over 410 resorts, hotel/motel rooms, 21 restaurants, carriage rides, marinas and scenic railroad excursion. With the addition of Branson Landing at the foot of Main Street along Lake Taneycomo's shoreline, Historic Downtown Branson will now offer its 2.7 million annual visitors over 100 city blocks of shopping, dining and entertainment. Downtown sponsors and hosts 8 festivals and events annually, with a combined attendance of nearly 350,000 people. The downtown hosts a hospitality program for the group tour market that brought a total of 55,755 visitors by motor coach.		

#### **Budget and Expenditures**

<u>State Dollars Budgeted:</u>	\$49,735.00	<u>State Dollars Reimbursed:</u>	\$48,961.30
<u>Revised Budget Total:</u>	\$0.00	<u>Local Matching Dollars:</u>	\$48,961.30
		<u>Total Project Cost:</u>	\$97,922.60

#### **Marketing Activity Information**

<u>TV Ads Placed</u>	0	<u>Brochures Distributed</u>	300,000
<u>Radio Ads Placed</u>	3,564	<u>Tradeshows Attended</u>	0
<u>Newspaper Ads Placed</u>	2	<u>FAM Tours Hosted</u>	0
<u>Magazine Ads Placed</u>	13	<u>Websites Developed/Updated</u>	0
<u>Billboards Leased</u>	0	<u>Other Marketing Activity</u>	0
<u>Videos Distributed</u>	0		
 <u>Instate Marketing</u>	 37 %	 <u>Total Circulation/Gross Impressions</u>	 6,153,875
<u>Out of State Marketing</u>	63 %	<u>Inquiries Reported</u>	16,937

#### **Project Outcomes**

<u>Percentage Completed</u>	98%		
<u>Did Project Achieve Objectives?</u>	Significantly		
<u>DMO Comments</u>	Objective numbers one and three have been reached. Impact of Branson Landing, 10% increase minimum.		
<u>Research Methods</u>	Intercept Study Conversion Study	<u>Conversion Rate:</u>	<sup>1</sup> ROI:
		<u>Economic Impact:</u>	\$0
<u>Impact of Co-op Project</u>	Without Cooperative Marketing Program funds we would not have been able to do this.		
<u>Outcome Effect on Future Marketing</u>	Helps in planning for FY08 without including radio because there was not a good return on the investment for FY07.		

<sup>1</sup> ROI (return on investment) amounts here represent the identified economic benefit for every \$1 spent on this project.

## FY2007 INDIVIDUAL PROJECT ASSESSMENTS

### Projects Targeting the Leisure Traveler

#### DMO Information

Contract #:     **07-08-012-11**                      DMO   **City of Joplin CVB**

Project:        Leisure Travel Marketing                      JCVB FY07& Leisure CMP

Primary Objectives     1. Assist hotel properties in generating room nights   2. Market Joplin as a premier place for families   3. Provide quality attractive fulfillment materials

Destination Description     Joplin is the fourth largest metro area in Missouri. A mining boomtown established in 1873, Joplin has a storied history and is conveniently located on Historic Route 66 & I-44. The Joplin Museum Complex, Boomtown Days, Sandstone Gardens, Wildcat Glades Audubon and The Bridge are just a few main attractions.

#### Budget and Expenditures

<u>State Dollars Budgeted:</u>	\$37,237.00	<u>State Dollars Reimbursed:</u>	\$36,385.40
<u>Revised Budget Total:</u>	\$0.00	<u>Local Matching Dollars:</u>	\$36,385.42
		<u>Total Project Cost:</u>	\$72,770.82

#### Marketing Activity Information

<u>TV Ads Placed</u>	0	<u>Brochures Distributed</u>	47,000
<u>Radio Ads Placed</u>	0	<u>Tradeshows Attended</u>	0
<u>Newspaper Ads Placed</u>	0	<u>FAM Tours Hosted</u>	0
<u>Magazine Ads Placed</u>	20	<u>Websites Developed/Updated</u>	0
<u>Billboards Leased</u>	3	<u>Other Marketing Activity</u>	2
<u>Videos Distributed</u>	0		
<u>Instate Marketing</u>	30 %	<u>Total Circulation/Gross Impressions</u>	7,419,000
<u>Out of State Marketing</u>	70 %	<u>Inquiries Reported</u>	15,014

#### Project Outcomes

Percentage Completed     98%

Did Project Achieve Objectives?     Significantly

DMO Comments     Our hotel/motel tax is up approximately 10% for the year. We've had one large attraction open and another that underwent a \$3 million+ renovation. We've distributed 10,000 more Fun Guides than last year as well as increasing the number of guides downloaded from our website. Our CPI was lower than ever at \$2.57 and a total of more than 15,000 leads generated. This is a significant increase from our 2006 numbers and shows what great strides we've made in the way that we advertise.

Research Methods     Lodging Tax Growth Analysis                      Conversion Rate:                      <sup>1</sup> ROI:

Economic Impact:                      \$0

Impact of Co-op Project     The Cooperative Marketing Program allowed us to significantly increase our tourism marketing dollars. The advanced planning, overall tracking and continuous reporting back to the state insure that our marketing efforts are always at the forefront of what we do.

Outcome Effect on Future Marketing     Although we decreased the amount of ads placed, we placed larger ads in publications that continuously show a good return on investment. With this strategy, we gained over 4,000 inquiries with fewer ads. The direct mail postcards continue to show fewer inquiries than anticipated, but we still feel that this is a good marketing strategy for Joplin. In the future we will use more direct mail pieces to a more defined group of leads and hope to see a better return on investment.

<sup>1</sup> ROI (return on investment) amounts here represent the identified economic benefit for every \$1 spent on this project.

## FY2007 INDIVIDUAL PROJECT ASSESSMENTS

### Projects Targeting the Leisure Traveler

#### **DMO Information**

<u>Contract #:</u>	07-08-021-11	<u>DMO</u>	Chamber of Commerce of Table Rock Lake/Kimberling City Area, Inc.
<u>Project:</u>	Leisure Travel Marketing	Table Rock...Our Lake is Your Lake	
<u>Primary Objectives</u>	1. Increase annual number of lake area inquiries 2. Build a strong reason to visit Table Rock Lake 3. Drive more inquirers to the new website		
<u>Destination Description</u>	Table Rock Lake is one of the most exciting and spectacular lakes in the region. Table Rock Lake has gained its healthy reputation because of its uncluttered beauty, crystal-clear water and unbelievable scenery. Table Rock Lake has become a playground for families. With 745 miles of shoreline and only minutes from Branson, Missouri. Table Rock Lake attracts thousands of visitors each year to enjoy the many wonderful attractions, entertainment venues, water activities in a beautiful natural setting. Water activities are consistent year-round with hundreds of fishing tournaments, scuba diving, water skiing, boating, swimming, tubing and plenty of relaxation on the boats. Other favorite sporting activities around Table Rock Lake are sightseeing and golfing. The Table Rock Lake and Stone County communities offer soft adventure, numerous major festivals and special events throughout the year. Visitors have discovered that combining a Table Rock Lake vacation with easy access to Branson and other communities in Stone County is like having the best of all worlds - everything the lake has to offer, plus more adventure and entertainment than one can possibly imagine!		

#### **Budget and Expenditures**

<u>State Dollars Budgeted:</u>	\$50,000.00	<u>State Dollars Reimbursed:</u>	\$45,559.99
<u>Revised Budget Total:</u>	\$0.00	<u>Local Matching Dollars:</u>	\$45,560.00
		<u>Total Project Cost:</u>	\$91,119.99

#### **Marketing Activity Information**

<u>TV Ads Placed</u>	0	<u>Brochures Distributed</u>	0
<u>Radio Ads Placed</u>	0	<u>Tradeshows Attended</u>	7
<u>Newspaper Ads Placed</u>	3	<u>FAM Tours Hosted</u>	0
<u>Magazine Ads Placed</u>	7	<u>Websites Developed/Updated</u>	0
<u>Billboards Leased</u>	0	<u>Other Marketing Activity</u>	0
<u>Videos Distributed</u>	0		
 <u>Instate Marketing</u>	 12 %	 <u>Total Circulation/Gross Impressions</u>	 12,761,493
<u>Out of State Marketing</u>	88 %	<u>Inquiries Reported</u>	16,635

#### **Project Outcomes**

<u>Percentage Completed</u>	91%		
<u>Did Project Achieve Objectives?</u>	Somewhat		
<u>DMO Comments</u>	There was a decrease in inquiries from Reader's Service; however there was a 12.3% increase in website visits during the FY07 Cooperative Marketing Program year. A strong impact of print ads and booth display using the same theme re-enforced one another.		
<u>Research Methods</u>	Conversion Study CPI Analysis	<u>Conversion Rate:</u> 68.00% <u>Economic Impact:</u>	<sup>1</sup> <u>ROI:</u> \$14.15 \$1,145,810
<u>Impact of Co-op Project</u>	This program allowed for Table Rock Lake Area to make 12,735,918 impressions and receive 15,550 inquiries through this project. Promotion through seven travel shows distributing 25,575 books led directly to 1,085 visits to website.		
<u>Outcome Effect on Future Marketing</u>	Research show that specific magazine and newspaper ads consistently are successful. Research also shows that website visits are increasing and focus needs to be placed on driving additional potential visitors to website.		

<sup>1</sup> ROI (return on investment) amounts here represent the identified economic benefit for every \$1 spent on this project.

## FY2007 INDIVIDUAL PROJECT ASSESSMENTS

### Projects Targeting the Leisure Traveler

#### DMO Information

Contract #:     **07-08-025-11**                      DMO   **Indian Point Chamber of Commerce, Inc.**

Project:        Leisure Travel Marketing              2007 Direct Response Advertising & Map Brochure

Primary Objectives     1. Increase occupancy at lodging properties on Indian Point   2. Increase visitors to non-lodging properties on Indian Point   3. Develop cost-effective leisure travel marketing program

Destination Description     The Indian Point Vacation Area on Table Rock Lake is four miles west of the Branson entertainment district and the location of the Silver Dollar City theme park. Indian Point offers lodging, campgrounds, RV parks, marinas, restaurants and stores. Visitors enjoy the lake's fishing and water sports, Branson's shows, attractions, craft shops, outlet malls and Silver Dollar City with their four seasonal festivals, World-Fest in April/May, Kids'-Fest in June to August, Festival of American Music and Craftsmanship in September/October and Old Time Christmas Festival in November/December.

#### Budget and Expenditures

		<u>State Dollars Reimbursed:</u>	\$13,294.14
<u>State Dollars Budgeted:</u>	\$13,369.50	<u>Local Matching Dollars:</u>	\$13,294.15
<u>Revised Budget Total:</u>	\$13,369.50	<u>Total Project Cost:</u>	\$26,588.29

#### Marketing Activity Information

<u>TV Ads Placed</u>	0	<u>Brochures Distributed</u>	0
<u>Radio Ads Placed</u>	0	<u>Tradeshows Attended</u>	0
<u>Newspaper Ads Placed</u>	0	<u>FAM Tours Hosted</u>	0
<u>Magazine Ads Placed</u>	6	<u>Websites Developed/Updated</u>	0
<u>Billboards Leased</u>	0	<u>Other Marketing Activity</u>	1
<u>Videos Distributed</u>	0		
<u>Instate Marketing</u>	18 %	<u>Total Circulation/Gross Impressions</u>	29,266,832
<u>Out of State Marketing</u>	82 %	<u>Inquiries Reported</u>	32,389

#### Project Outcomes

Percentage Completed     99%

Did Project Achieve Objectives?     Significantly

DMO Comments     Sales tax data indicates an increase in revenue from visitors. Over 90% of businesses on Indian Point are directly related to tourism and participate in this project. The project has a direct impact on bringing visitors to Indian Point.

Research Methods     CPI Analysis                                      Conversion Rate:                      <sup>1</sup> ROI:     \$0.00  
                                  Room Nights Generated                                      Economic Impact:                      \$0  
                                  Sales Tax Report

Impact of Co-op Project     The Cooperative Marketing Program allowed the Indian Point Chamber to place more ads for longer periods to reach a larger audience and generate more visitor inquiries in a more cost-effective manner to increase overnight visitors to Indian Point.

Outcome Effect on Future Marketing     The cost-effectiveness of direct response ads placed, as well as reservations and revenue generated will be used to plan future direct response advertising programs.

<sup>1</sup> ROI (return on investment) amounts here represent the identified economic benefit for every \$1 spent on this project.

## FY2007 INDIVIDUAL PROJECT ASSESSMENTS

### Projects Targeting the Leisure Traveler

#### DMO Information

Contract #:     **07-10-015-11**                      DMO   **Cape Girardeau Chamber of Commerce/CVB**

Project:        Leisure Travel Marketing              Discover Where the River Turns a Thousand Tales

Primary Objectives     1. Continue to build awareness of Cape Girardeau as a tourism community 2. Invite and draw more visitors to the community, both individual and group 3. Increase the length of stay and the amount of money those visitors spend while here.

Destination Description   Cape Girardeau is a 200+ year old Mississippi River town, rich in history and heritage, yet vibrant and growing. We're the largest city between St. Louis and Memphis along the I-55 corridor. Some attractions and events include the Mississippi River Tales Mural, Nature Center, Red House Interpretive Center, Trail of Tears State Park, Bollinger Mill Historic Site, River Ridge Winery, Fort D, SEMO district Fair, Libertyfest, Air Festival Riverfront Cruises.

#### Budget and Expenditures

		<u>State Dollars Reimbursed:</u>	\$41,476.42
<u>State Dollars Budgeted:</u>	\$45,203.35	<u>Local Matching Dollars:</u>	\$41,476.43
<u>Revised Budget Total:</u>	\$43,083.35	<u>Total Project Cost:</u>	\$82,952.85

#### Marketing Activity Information

<u>TV Ads Placed</u>	0	<u>Brochures Distributed</u>	0
<u>Radio Ads Placed</u>	0	<u>Tradeshows Attended</u>	0
<u>Newspaper Ads Placed</u>	4	<u>FAM Tours Hosted</u>	0
<u>Magazine Ads Placed</u>	22	<u>Websites Developed/Updated</u>	0
<u>Billboards Leased</u>	0	<u>Other Marketing Activity</u>	0
<u>Videos Distributed</u>	0		
<u>Instate Marketing</u>	14 %	<u>Total Circulation/Gross Impressions</u>	35,461,280
<u>Out of State Marketing</u>	86 %	<u>Inquiries Reported</u>	24,708

#### Project Outcomes

Percentage Completed     92%

Did Project Achieve Objectives?     Significantly

DMO Comments     The city of Cape Girardeau continues to build upon it's "Where the River Turns a Thousand Tales" brand. The measurement that our City Council uses in determining our success is our local Hotel/Motel/Restaurant Tax. FY07 ended June 30th and reflected an 8.56% increase in our Hotel/Motel/Restaurant Tax. That 8.56% increase followed a 10.44% increase in FY06. So over the course of the last two years we have recorded a 19% increase in tax collections. Our marketing project is yielding positive results.

Research Methods     Point of Origin                      Conversion Rate:                      <sup>1</sup> ROI:

Economic Impact:                      \$0

Impact of Co-op Project     The Missouri Division of Tourism's Cooperative Marketing Program literally allows us to double our reach. Instead of \$45,000 worth of print media advertising, we were able to place over \$90,000 worth of print media advertising in FY07. We are advertising in publications in our surrounding states, inviting visitors to come discover Cape Girardeau, Missouri. Without the support of the Cooperative Marketing Program that reach would not be possible.

Outcome Effect on Future Marketing     Continued strong growth in our hotel and restaurant taxes along with the information that we gathered from our Point of Origin Study confirms that our marketing projects are yielding results. We will continue to refine our marketing efforts by continuing to use those publications that are delivering strong leads, drop those publications that aren't and look at new publications that can effectively reach our target audience.

<sup>1</sup> ROI (return on investment) amounts here represent the identified economic benefit for every \$1 spent on this project.

## FY2007 INDIVIDUAL PROJECT ASSESSMENTS

### Projects Targeting the Leisure Traveler

#### **DMO Information**

Contract #:     **07-10-018-11**                      DMO   **CVB of Ste. Genevieve**

Project:        Leisure Travel Marketing              Promoting Ste. Genevieve

Primary Objectives        1. Increase revenue   2. Increase visits   3. Increase awareness

Destination Description        As the oldest continuous city in Missouri, Ste. Genevieve is the state's most historic site. Founded in 1740, it has the largest collection of French colonial vertical log houses in North America, including three of five known Poteau en terre (post in the ground) houses. The entire city of Ste. Genevieve is designated as a historic district with several National Landmark sites. It is quaint, charming and quiet with Europeaneseque streets, the oldest cemetery in Missouri and the first church west of the Mississippi. Attractions include five different vineyards. The wineries often provide entertainment and special events. Surrounding Ste. Genevieve are many parks and nature reserves that provide opportunities for eco-tourism. Among a few are Hawn State Park and Pickle Springs. Ste. Genevieve continues several colonial traditions such as; the crowning of the King and Queen for a year. A few newer events include the Garden Tour, Autumn Daze and the Christmas Walk. More than 30 shops, antique stores, boutiques and award winning Bed & Breakfasts pamper visitors who find Ste. Genevieve to be a dream village, authentic and quaint.

#### **Budget and Expenditures**

<u>State Dollars Budgeted:</u>	\$21,320.00	<u>State Dollars Reimbursed:</u>	\$20,806.86
<u>Revised Budget Total:</u>	\$0.00	<u>Local Matching Dollars:</u>	\$20,806.87
		<u>Total Project Cost:</u>	\$41,613.73

#### **Marketing Activity Information**

<u>TV Ads Placed</u>	0	<u>Brochures Distributed</u>	25,000
<u>Radio Ads Placed</u>	33	<u>Tradeshows Attended</u>	0
<u>Newspaper Ads Placed</u>	69	<u>FAM Tours Hosted</u>	0
<u>Magazine Ads Placed</u>	1	<u>Websites Developed/Updated</u>	0
<u>Billboards Leased</u>	0	<u>Other Marketing Activity</u>	3
<u>Videos Distributed</u>	0		
 <u>Instate Marketing</u>	 92 %	 <u>Total Circulation/Gross Impressions</u>	 7,357,000
<u>Out of State Marketing</u>	8 %	<u>Inquiries Reported</u>	11,485

#### **Project Outcomes**

Percentage Completed        98%

Did Project Achieve Objectives?        Significantly

DMO Comments        By building awareness, our marketing project has increased the number and length of traveler visits. Our collateral materials and niche-specific advertising have enabled us to reach a wider audience. Having a cohesive marketing effort finally is allowing Ste. Genevieve to significantly increase our tourism revenues.

<u>Research Methods</u>	Inquiry Tracking	<u>Conversion Rate:</u>	<sup>1</sup> ROI:	\$0.00
	Other	<u>Economic Impact:</u>		\$0
	Other			

Impact of Co-op Project        The funding we get from the Division of Tourism makes a major difference in our marketing effort. As a small community with minimal resources, we could not implement an effective marketing program without the state's cooperative assistance. The tourism funding that we receive is the catalyst for our CVB volunteers to continue to work together.

Outcome Effect on Future Marketing        We will evaluate the success of our marketing efforts before we decide whether to include these activities in our FY09 marketing plan. We have a well-defined demographic therefore, we will continue to market to this audience through proven media that gives us the best opportunity to reach them.

<sup>1</sup> ROI (return on investment) amounts here represent the identified economic benefit for every \$1 spent on this project.



## FY2007 INDIVIDUAL PROJECT ASSESSMENTS

### Projects Targeting the Leisure Traveler

#### DMO Information

Contract #:    **07-10-026-11**                      DMO    **CVB for Sikeston, Mo. and Miner, Mo.**

Project:        Leisure Travel Marketing                      Leisure Marketing Campaign FY2007

Primary Objectives        1. Increase overnight stays   2. Attract new visitors   3. Retain existing visitors

Destination Description    The location of Sikeston and Miner on I-55 midway between St. Louis and Branson, on I-57/Hwy. 60 connecting New Orleans and Memphis to Chicago and Nashville to Branson makes this a market with excellent potential for growth. Our annual Jaycee Bootheel Rodeo draws around 40,000 guests during a four-day period. We also are home of the original Lambert's Café, Sikeston Factory Outlet Stores and much more.

#### Budget and Expenditures

<u>State Dollars Budgeted:</u>	\$24,956.50	<u>State Dollars Reimbursed:</u>	\$21,428.37
<u>Revised Budget Total:</u>	\$0.00	<u>Local Matching Dollars:</u>	\$21,428.41
		<u>Total Project Cost:</u>	\$42,856.78

#### Marketing Activity Information

<u>TV Ads Placed</u>	0	<u>Brochures Distributed</u>	12,000
<u>Radio Ads Placed</u>	0	<u>Tradeshows Attended</u>	5
<u>Newspaper Ads Placed</u>	2	<u>FAM Tours Hosted</u>	0
<u>Magazine Ads Placed</u>	15	<u>Websites Developed/Updated</u>	0
<u>Billboards Leased</u>	0	<u>Other Marketing Activity</u>	1
<u>Videos Distributed</u>	0		
<u>Instate Marketing</u>	30 %	<u>Total Circulation/Gross Impressions</u>	48,294,408
<u>Out of State Marketing</u>	70 %	<u>Inquiries Reported</u>	5,130

#### Project Outcomes

Percentage Completed        86%

Did Project Achieve Objectives?        Significantly

DMO Comments                Our lodging properties reported an increase in their occupancy, special events/festivals had very good attendance and we had inquiries from new visitors and our marketing partners throughout the two cities reported return visitors were high.

Research Methods               Intercept Study                                      Conversion Rate:    59.00%    <sup>1</sup> ROI:    \$11.86

   Conversion Study                                      Economic Impact:        \$508,192

   Other

Impact of Co-op Project        Cooperative Marketing Program funds double our marketing efforts. We advertised in magazines, printed and distributed brochures and participated in tradeshows. Newspaper inserts were a successful component of our marketing plan. Sikeston and Miner worked together.

Outcome Effect on Future Marketing        Madden Preprint inserts produce a high number of inquiries and are a marketing priority. AAA magazines and tradeshows will be continued, the iBrochure is very useful as well as the Visitors Guide and Calendar are both important marketing tools.

<sup>1</sup> ROI (return on investment) amounts here represent the identified economic benefit for every \$1 spent on this project.

## FY2007 INDIVIDUAL PROJECT ASSESSMENTS

### Projects Targeting the Leisure Traveler

#### **DMO Information**

<u>Contract #:</u>	07-00-024-22	<u>DMO</u>	Missouri Caves Association
<u>Project:</u>	Statewide Marketing		Missouri The Cave State
<u>Primary Objectives</u>	1. Increase visitor sessions on website 2. Increase attendance at show caves 3. Increase participation in the Cave Explorer Program		
<u>Destination Description</u>	The Missouri Caves Association represents 15 show caves across Missouri. Member caves are located in almost every major tourism region of the state. The goal of this marketing program is to increase the awareness of the traveling public that Missouri has more underground attractions than any other state. Statewide Missouri has 15 show caves, 1048 events, 916 attractions and 81 state/federal parks and historic sites.		

#### **Budget and Expenditures**

		<u>State Dollars Reimbursed:</u>	\$9,539.76
<u>State Dollars Budgeted:</u>	\$10,000.00	<u>Local Matching Dollars:</u>	\$9,600.00
<u>Revised Budget Total:</u>	\$0.00	<u>Total Project Cost:</u>	\$19,139.76

#### **Marketing Activity Information**

<u>TV Ads Placed</u>	0	<u>Brochures Distributed</u>	0
<u>Radio Ads Placed</u>	0	<u>Tradeshows Attended</u>	0
<u>Newspaper Ads Placed</u>	0	<u>FAM Tours Hosted</u>	0
<u>Magazine Ads Placed</u>	0	<u>Websites Developed/Updated</u>	0
<u>Billboards Leased</u>	16	<u>Other Marketing Activity</u>	0
<u>Videos Distributed</u>	0		
 <u>Instate Marketing</u>	 100 %	 <u>Total Circulation/Gross Impressions</u>	 591,183,549
<u>Out of State Marketing</u>	0 %	<u>Inquiries Reported</u>	24,583

#### **Project Outcomes**

<u>Percentage Completed</u>	95%		
<u>Did Project Achieve Objectives?</u>	Somewhat		
<u>DMO Comments</u>	Attendance and the Cave Explorer program grew while web visitor sessions decreased due to a lower number of available billboards.		
<u>Research Methods</u>	Intercept Study	<u>Conversion Rate:</u>	<sup>1</sup> <u>ROI:</u>
	Other	<u>Economic Impact:</u>	
	Other		
<u>Impact of Co-op Project</u>	Increased attendance at member caves.		
<u>Outcome Effect on Future Marketing</u>	The Missouri Caves Association will continue to expand the roadside exposure of Missouri caves using billboards.		

<sup>1</sup> ROI (return on investment) amounts here represent the identified economic benefit for every \$1 spent on this project.

## SUMMARY OF DESTINATION ADVERTISING CONTRACTS

**Fiscal Year 2007**

### TOTALS

Number of Destination Advertising Projects	8
State Dollars Reimbursed	\$2,306,973.34
Local Matching Dollars	\$2,350,925.78
Total Project Cost	\$4,657,899.12
State Dollars Budgeted	\$2,334,119.75
 Total Circulation/Gross Impressions	 1,608,408,996
Inquiries Reported	326,761
 TV Ads Placed	 13,921
Radio Ads Placed	5,682
Newspaper Ads Placed	197
Magazine Ads Placed	240

### OUTCOMES

Percent Targeting Instate Markets	23 %
Percent Targeting Out-of-State Markets	77 %
Trips Generated	347,464
Average Dollars Spent Per Trip	\$576
Economic Impact	\$253,892,672
Average ROI:	\$19

<b>DMO Name</b>	<b>Awarded</b>	<b>Reimbursed</b>
Buchanan Co. Tourism Board d/b/a St. Joseph CVB	\$82,384.50	\$81,169.41
City of Independence - Tourism Department	\$140,000.00	\$139,794.71
CVB of Greater Kansas City	\$400,000.00	\$391,256.09
Greater Lake of the Ozarks CVB	\$381,533.50	\$364,989.55
St. Louis CVC	\$400,000.00	\$400,000.00
City of St. Charles Tourism Department	\$130,201.75	\$129,763.58
Springfield CVB	\$400,000.00	\$400,000.00
Branson/Lakes Area Chamber of Commerce/CVB	\$400,000.00	\$400,000.00

## FY2007 INDIVIDUAL PROJECT ASSESSMENTS

### Projects Targeting the Leisure Traveler

#### DMO Information

Contract #:     **07-01-044-44**                      DMO   **Buchanan Co. Tourism Board d/b/a St. Joseph CVB**

Project:        Destination Advertising                      Leisure Marketing Campaign FY07

Primary Objectives     1. Increase the visibility of St. Joseph and Buchanan county   2. Maximize the economic impact of visitors dollars   3. Present St. Joseph as a first-class destination

Destination Description     Pony Express National Museum, Jesse James Home & Museum, Patee House Museum (original Pony Express Headquarters). Historic homes, Trails West! Festival, Albrecht-Kemper Museum of Art, Terrible's Frontier Casino, National Military Heritage Museum, Cobblestone Dinner Theater, St. Joseph Museum, Coleman Hawkins Jazz Festival and St. Joseph 26 mile Parkway system, listed on National Register of Historic Places.

#### Budget and Expenditures

<u>State Dollars Budgeted:</u>	\$82,384.50	<u>State Dollars Reimbursed:</u>	\$81,169.41
<u>Revised Budget Total:</u>	\$0.00	<u>Local Matching Dollars:</u>	\$81,169.42
		<u>Total Project Cost:</u>	\$162,338.83

#### Marketing Activity Information

<u>TV Ads Placed</u>	0	<u>Brochures Distributed</u>	0
<u>Radio Ads Placed</u>	0	<u>Tradeshows Attended</u>	0
<u>Newspaper Ads Placed</u>	3	<u>FAM Tours Hosted</u>	0
<u>Magazine Ads Placed</u>	47	<u>Websites Developed/Updated</u>	0
<u>Billboards Leased</u>	0	<u>Other Marketing Activity</u>	0
<u>Videos Distributed</u>	0		
 <u>Instate Marketing</u>	 35 %	 <u>Total Circulation/Gross Impressions</u>	 24,313,125
<u>Out of State Marketing</u>	65 %	<u>Inquiries Reported</u>	30,340

#### Project Outcomes

Percentage Completed     99%

Did Project Achieve Objectives?     Significantly

DMO Comments     The strategies employed during FY07 produced these results: Hotel Occupancy of 71% an increase of 4%, Convention and Sporting Events Direct Economic Impact: \$6,592,540 an increase of 10%, Tourism Economic Impact \$137,293,417 an increase of \$10 million.

Research Methods     Conversion Study                      Conversion Rate:   37.60%     <sup>1</sup> ROI:     \$21.24

Economic Impact:     \$3,448,678

Impact of Co-op Project     The Cooperative Marketing Program allowed us additional funding to advertise in outlets not regularly affordable to our DMO. Those advertising purchases resulted in more inquiries than could have been generated alone.

Outcome Effect on Future Marketing     All components will be evaluated through our advertising conversion study. Those programs that are not producing results will be eliminated. Those that are successful will remain and be expanded.

<sup>1</sup> ROI (return on investment) amounts here represent the identified economic benefit for every \$1 spent on this project.

## FY2007 INDIVIDUAL PROJECT ASSESSMENTS

### Projects Targeting the Leisure Traveler

#### DMO Information

<u>Contract #:</u>	<b>07-04-039-44</b>	<u>DMO</u>	<b>City of Independence - Tourism Department</b>
<u>Project:</u>	Destination Advertising	Independence Attractions Marketing	
<u>Primary Objectives</u>	1. Increase awareness of Independence as a destination 2. Increase length of stay and direct spending 3. Increase participation by partners		
<u>Destination Description</u>	The fourth largest city in the state, Independence has a rich and compelling history and offers more than sixteen heritage attractions. It features the home of President Harry S Truman and his museum/library and the National Frontier Trails Museum which tells the story of the beginning of the Santa Fe, Oregon and California Trails. The Vaile Mansion, Bingham-Waggoner Estates and 1859 Jail and Marshal's Home provide additional venues depicting our early history. It has significant religious history, particularly with the LDS (Mormon) and Community of Christ denominations. All are within close proximity to an historic square which includes unique restaurants, retail and specialty shops. The Puppetry Arts Institute and Children's Peace Pavilion offers experiences geared for children. Many of the attractions have annual festivals and events. All sites participate in "Spirit of Christmas Past" activities during the holiday season. The Chamber of Commerce hosts Santa-Cali-Gon, a 4-day free family event over the Labor Day Weekend, which is attended by nearly 250,000 people. Independence continues to enjoy significant growth in the eastern part of the city with three new hotels, restaurants, retail, two new golf courses and a smaller conference center. A family water park opened last summer. Accommodations include more that 1300 hotel rooms, seven Bed & Breakfasts and a RV Park.		

#### Budget and Expenditures

<u>State Dollars Budgeted:</u>	\$140,000.00	<u>State Dollars Reimbursed:</u>	\$139,794.71
<u>Revised Budget Total:</u>	\$0.00	<u>Local Matching Dollars:</u>	\$139,792.22
		<u>Total Project Cost:</u>	\$279,586.93

#### Marketing Activity Information

<u>TV Ads Placed</u>	391	<u>Brochures Distributed</u>	0
<u>Radio Ads Placed</u>	456	<u>Tradeshows Attended</u>	0
<u>Newspaper Ads Placed</u>	11	<u>FAM Tours Hosted</u>	0
<u>Magazine Ads Placed</u>	22	<u>Websites Developed/Updated</u>	0
<u>Billboards Leased</u>	0	<u>Other Marketing Activity</u>	5
<u>Videos Distributed</u>	0		
<u>Instate Marketing</u>	19 %	<u>Total Circulation/Gross Impressions</u>	169,656,201
<u>Out of State Marketing</u>	81 %	<u>Inquiries Reported</u>	30,518

#### Project Outcomes

<u>Percentage Completed</u>	100%		
<u>Did Project Achieve Objectives?</u>	Significantly		
<u>DMO Comments</u>	The primary goal is to increase the economic impact of tourism in Independence. Our lead count and partnership remained constant, but our hotel tax income increased by more than 13% as indicated by the attached report.		
<u>Research Methods</u>	Conversion Study	<u>Conversion Rate:</u>	5.10% <sup>1</sup> <u>ROI:</u> \$1.75
	Group Survey Results	<u>Economic Impact:</u>	\$489,628
	Lead Tracking		
<u>Impact of Co-op Project</u>	The grant program increased our marketing budget by 37%. This allowed us to add online media, radio and newspaper to our television campaign, as well as continue our other ads, producing the positive economic impact and value added opportunities.		
<u>Outcome Effect on Future Marketing</u>	We were disappointed in conversion figures of our first telephone study, although it provided important updated visitor profile information. We have met with our marketing agency, major changes will not be made until study repeated.		

<sup>1</sup> ROI (return on investment) amounts here represent the identified economic benefit for every \$1 spent on this project.

## FY2007 INDIVIDUAL PROJECT ASSESSMENTS

### Projects Targeting the Leisure Traveler

#### DMO Information

Contract #:     **07-04-042-44**                      DMO   **CVB of Greater Kansas City**

Project:        Destination Advertising                      FY07 Destination Advertising Program

Primary Objectives     1. Develop a print campaign complimenting television   2. Adjust markets to promote incremental travel   3. Balance schedule to reach target earlier in season

Destination Description     Kansas City is the largest city in the Western portion of the state. It offers major league sports, fine dining, unique shopping venues and arts and culture destinations. As a metropolis of 1.8 million people, it has a unique bi-state appeal due to the geography of the city. Major tourist attractions include the Kansas City Chiefs & Royals, Worlds of Fun, The Country Club Plaza, 18th & Vine Historic Jazz District, Hallmark's Crown Center and the Kansas City Zoo. Numerous annual signature events like the Plaza Art Fair, Irish Fest, Oktoberfest and the American Royal are appealing to the tourist looking for a weekend getaway.

#### Budget and Expenditures

		<u>State Dollars Reimbursed:</u>	\$391,256.09
<u>State Dollars Budgeted:</u>	\$400,000.00	<u>Local Matching Dollars:</u>	\$400,000.00
<u>Revised Budget Total:</u>	\$0.00	<u>Total Project Cost:</u>	\$791,256.09

#### Marketing Activity Information

<u>TV Ads Placed</u>	9,100	<u>Brochures Distributed</u>	0
<u>Radio Ads Placed</u>	0	<u>Tradeshows Attended</u>	0
<u>Newspaper Ads Placed</u>	6	<u>FAM Tours Hosted</u>	0
<u>Magazine Ads Placed</u>	6	<u>Websites Developed/Updated</u>	0
<u>Billboards Leased</u>	0	<u>Other Marketing Activity</u>	9
<u>Videos Distributed</u>	0		
 <u>Instate Marketing</u>	 20 %	 <u>Total Circulation/Gross Impressions</u>	 54,120,002
<u>Out of State Marketing</u>	80 %	<u>Inquiries Reported</u>	17,974

#### Project Outcomes

Percentage Completed     98%

Did Project Achieve Objectives?     Significantly

DMO Comments     The project effectively promoted travel to the destination according to all measurements of the campaign. As our new positioning strategy matures we have found that the current brand platform is inspiring incremental travel to the destination.

Research Methods     Ad Awareness Study                      Conversion Rate:   18.50%     <sup>1</sup> ROI:     \$34.99  
    Response analysis                                      Economic Impact:     \$37,601,614  
    Pass tracking

Impact of Co-op Project     The Cooperative Marketing Program's financial support effectively doubled our media budget thus allowing a sustained message during the busy summer season. The support also allowed the CVA to employ different tactics (not just TV) to communicate our message.

Outcome Effect on Future Marketing     As in years past, the results of this study help us to make informed marketing decisions for next year. These decisions include media market adjustments based on visitation, tactical development and messaging strategy.

<sup>1</sup> ROI (return on investment) amounts here represent the identified economic benefit for every \$1 spent on this project.

## FY2007 INDIVIDUAL PROJECT ASSESSMENTS

### Projects Targeting the Leisure Traveler

#### DMO Information

<u>Contract #:</u>	07-06-038-44	<u>DMO</u>	Greater Lake of the Ozarks CVB
<u>Project:</u>	Destination Advertising      Lake of the Ozarks "Extend the Season" Advertising Campaign		
<u>Primary Objectives</u>	1. Extend our season   2. Extend the length of the customers visit   3. To generate in excess of \$57 million in lodging revenue		
<u>Destination Description</u>	Lake of the Ozarks is a 54,000 acre lake in Central Missouri offering 1,150 miles of shoreline and is 92 miles long. Attractions include the State's largest Premium Outlet Mall (110 stores), over 50 antique stores within 50 miles, the State's largest State Park (Lake of the Ozarks State Park), 261 holes of championship golf, Big Surf Water Park, 3 show caves, Ha Ha Tonka Castle, one of the top three fisheries in the country and over 100 restaurants on and off the water. Some of the Festivals and Events include Eagle Days, the Great Lake of the Ozarks Gospel Sing, Harbor Hop, Summerfest wakeboard championship, Crossover Christian Music Festival, over 500 fishing tournaments each year, the Lake Rescue Shootout, the Carousel of the Arts, The Dogwood Festival, Holiday Magic Light Park, the Polar Bear Plunge, the Lake of the Ozarks Products & Services Show, The Magic Dragon Car Show, the Osage Mountain Man Rendezvous, the Annual Apple Festival and many more special events and festivals.		

#### Budget and Expenditures

<u>State Dollars Budgeted:</u>	\$381,533.50	<u>State Dollars Reimbursed:</u>	\$364,989.55
<u>Revised Budget Total:</u>	\$0.00	<u>Local Matching Dollars:</u>	\$361,925.55
		<u>Total Project Cost:</u>	\$726,915.10

#### Marketing Activity Information

<u>TV Ads Placed</u>	288	<u>Brochures Distributed</u>	0
<u>Radio Ads Placed</u>	1,560	<u>Tradeshows Attended</u>	0
<u>Newspaper Ads Placed</u>	107	<u>FAM Tours Hosted</u>	0
<u>Magazine Ads Placed</u>	74	<u>Websites Developed/Updated</u>	0
<u>Billboards Leased</u>	0	<u>Other Marketing Activity</u>	0
<u>Videos Distributed</u>	0		
 <u>Instate Marketing</u>	 29 %	 <u>Total Circulation/Gross Impressions</u>	 720,130,793
<u>Out of State Marketing</u>	71 %	<u>Inquiries Reported</u>	97,076

#### Project Outcomes

<u>Percentage Completed</u>	96%		
<u>Did Project Achieve Objectives?</u>	Significantly		
<u>DMO Comments</u>	While lodging unit inventory is down over 20% in two years, we were only down 2.77% for FY07 in actual total lodging tax revenues collected.		
<u>Research Methods</u>	Conversion Study	<u>Conversion Rate:</u>	35.20% <sup>1</sup> <u>ROI:</u> \$7.61
	Inquiry Tracking	<u>Economic Impact:</u>	\$5,510,190
	Lodging Tax Comparisons		
<u>Impact of Co-op Project</u>	We were able to maintain market share with a loss of over 20% of our previously available inventory of lodging units/product. Inquiries and web site accesses for the calendar year are ahead of the previous year by more than 7%.		
<u>Outcome Effect on Future Marketing</u>	Will add more insertions of inquiry producing media, delete media with poor inquiry results, strategically place insertions prior to in-season periods and increase advertising in productive markets.		

<sup>1</sup> ROI (return on investment) amounts here represent the identified economic benefit for every \$1 spent on this project.

## FY2007 INDIVIDUAL PROJECT ASSESSMENTS

### Projects Targeting the Leisure Traveler

#### DMO Information

<u>Contract #:</u>	07-07-041-44	<u>DMO</u>	St. Louis CVC
<u>Project:</u>	Destination Advertising      FY07 Destination Advertising		
<u>Primary Objectives</u>	1. Promote St. Louis as a valuable destination with quality and free attractions. 2. Focus on the CVC's branding messages to support our positioning 3. Maintain the CVC web site as the Official Travel Portal of St. Louis for destination information		
<u>Destination Description</u>	St. Louis is a favorite destination for leisure visitors who seek variety. Attractions include the Gateway Arch, Forest Park, the Zoo, Science Center, Art Museum, the Missouri Botanical Garden, the Anheuser-Busch Brewery, historic homes, national historic landmarks, Museum of Transportation, The Magic House and St. Louis' Children Museum. Visitors can also hear the St. Louis Blues in local clubs, attend a Broadway show or visit a riverboat casino.		

#### Budget and Expenditures

	<u>State Dollars Reimbursed:</u>	\$400,000.00
<u>State Dollars Budgeted:</u>	\$400,000.00	<u>Local Matching Dollars:</u> \$404,034.59
<u>Revised Budget Total:</u>	\$0.00	<u>Total Project Cost:</u> \$804,034.59

#### Marketing Activity Information

<u>TV Ads Placed</u>	1,981	<u>Brochures Distributed</u>	0
<u>Radio Ads Placed</u>	81	<u>Tradeshows Attended</u>	0
<u>Newspaper Ads Placed</u>	63	<u>FAM Tours Hosted</u>	0
<u>Magazine Ads Placed</u>	23	<u>Websites Developed/Updated</u>	0
<u>Billboards Leased</u>	0	<u>Other Marketing Activity</u>	0
<u>Videos Distributed</u>	0		
 <u>Instate Marketing</u>	 10 %	 <u>Total Circulation/Gross Impressions</u>	 102,000,578
<u>Out of State Marketing</u>	90 %	<u>Inquiries Reported</u>	76,719

#### Project Outcomes

<u>Percentage Completed</u>	100%		
<u>Did Project Achieve Objectives?</u>	Somewhat		
<u>DMO Comments</u>	Results from the 2006 Conversion and Ad Effectiveness Study show that marketing efforts have been successful in increasing the number of leads and web site visitors. Ad ratings report the "Explore St. Louis" campaign did perform well in its goal of communicating the quantity and variety of attractions available in St. Louis. However, the research also shows that time has come for St. Louis to revise its creative and re-evaluate its feeder market list in order to boost interest in St. Louis. To make a future impact with its marketing efforts, the CVC in partnership with its new ad agency has launched a new brand platform and associated ad campaign that will extend across all marketing communications and plans to consider new media markets and vehicles.		
<u>Research Methods</u>	Conversion Study	<u>Conversion Rate:</u>	47.00% <sup>1</sup> <u>ROI:</u> \$25.02
	Ad Effectiveness Study	<u>Economic Impact:</u>	\$20,120,364
	Dedicated Phone # Tracking		
<u>Impact of Co-op Project</u>	Funds granted through the Cooperative Marketing Program allowed the CVC to expand its marketing efforts during FY07. The CVC was able to maintain its media presence with television and newspaper in its primary feeder markets. It also included a newspaper insert in all markets, increased media coverage in Des Moines and Chicago. As well as increased in FY07 with a spring out-of-home campaign that included billboards, radio traffic sponsorships and taxi top advertising.		
<u>Outcome Effect on Future Marketing</u>	Results from the Ad Effectiveness Study confirm that the time is right to launch a new campaign that will increase visitation.. Specific ad ratings were utilized during development of the ad campaign. Research shows that the past campaign was successful in increasing web leads. The new ad campaign will continue to utilize strategies that drive potential visitors to its web site. The CVC will carefully evaluate the continuation of advertising in this market for future media plans.		

<sup>1</sup> ROI (return on investment) amounts here represent the identified economic benefit for every \$1 spent on this project.



## FY2007 INDIVIDUAL PROJECT ASSESSMENTS

### Projects Targeting the Leisure Traveler

#### **DMO Information**

<u>Contract #:</u>	07-07-043-44	<u>DMO</u>	City of St. Charles Tourism Department
<u>Project:</u>	Destination Advertising		2007 Destination Advertising
<u>Primary Objectives</u>	1. Reflect in our ads an image that creates a highly memorable experience 2. Target national publications within a 250 mile radius 3. Target a radio network with a listening audience with a 250 to 350 mile radius 4. Providing an audience which is female orientated with an interest in the environment, historic areas, shopping preservation between the ages of 24 and 54		
<u>Destination Description</u>	St. Charles has three historic districts, shopping, dining, museums, four major festivals, casino, Katy Trail and riverboat cruises. Some highlights are: the Art Foundry, Lewis and Clark Museum and a new Convention Center.		

#### **Budget and Expenditures**

		<u>State Dollars Reimbursed:</u>	\$129,763.58
<u>State Dollars Budgeted:</u>	\$130,201.75	<u>Local Matching Dollars:</u>	\$129,763.59
<u>Revised Budget Total:</u>	\$0.00	<u>Total Project Cost:</u>	\$259,527.17

#### **Marketing Activity Information**

<u>TV Ads Placed</u>	0	<u>Brochures Distributed</u>	0
<u>Radio Ads Placed</u>	92	<u>Tradeshows Attended</u>	0
<u>Newspaper Ads Placed</u>	0	<u>FAM Tours Hosted</u>	0
<u>Magazine Ads Placed</u>	35	<u>Websites Developed/Updated</u>	0
<u>Billboards Leased</u>	0	<u>Other Marketing Activity</u>	0
<u>Videos Distributed</u>	0		
<u>Instate Marketing</u>	48 %	<u>Total Circulation/Gross Impressions</u>	418,677,148
<u>Out of State Marketing</u>	52 %	<u>Inquiries Reported</u>	28,005

#### **Project Outcomes**

<u>Percentage Completed</u>	100%		
<u>Did Project Achieve Objectives?</u>	Somewhat		
<u>DMO Comments</u>	Through the Cooperative Marketing Program funding, our new director actively seeks to capitalize on all promotional opportunities and cooperative media buys. St. Charles can continue to promote the destination through these promotions and cooperative media buys which in turn continue to increase our visitor response as well as increase the web hits. Through this funding mechanism, St. Charles is able to redirect their media efforts to reposition the brand.		
<u>Research Methods</u>	Conversion Study	<u>Conversion Rate:</u>	59.00% <sup>1</sup> <u>ROI:</u> \$29.61
		<u>Economic Impact:</u>	\$7,685,539
<u>Impact of Co-op Project</u>	Visitor response to the advertising campaign continues to grow each year. Plus the web hits for 2006/2007 increased by 57% over the 2005/2006 year. With the Missouri Division of Tourism's funding assistance, St. Charles CVB will continue promoting a wide spectrum of activities for everyone such as convention and sports venues, dining and lodging choices and attractions showcasing the history of St. Charles.		
<u>Outcome Effect on Future Marketing</u>	No response.		

<sup>1</sup> ROI (return on investment) amounts here represent the identified economic benefit for every \$1 spent on this project.

## FY2007 INDIVIDUAL PROJECT ASSESSMENTS

### Projects Targeting the Leisure Traveler

#### DMO Information

Contract #:     **07-08-040-44**                      DMO   **Springfield CVB**

Project:        Destination Advertising                      Springfield Destination Advertising

Primary Objectives     1. Increase total number of overnight visitors   2. Increase length of stay   3. Increase amount spent per trip

Destination Description     As Missouri's third largest city, Springfield has the large city amenities many have come to expect and the small town hospitality that all appreciate. Combined with a wide array of attractions and things to do, the Springfield visitor has plenty to entertain them for a weekend getaway or a week long vacation. Springfield is the ideal destination to experience the great outdoors indoors year-round at the original and largest Bass Pro Shops. Travelers can also experience North America's only ride through cave at Fantastic Caverns. Now in its second season, Springfield Cardinals baseball is proving to be a fantastic draw. The Missouri Sports Hall of Fame, Battlefield Mall, Discovery Center and Exotic Animal Paradise are just a few of the other general interest attractions Springfield has to offer. Attractions such as Wilson's Creek National Battlefield, Route 66 Driving Tour and Pythian Castle provide the history buff a glimpse at the history that reflects the past of the city, our nation and the world. For the outdoor enthusiast, Springfield has a quickly growing rails-to-trails network with more than 50 miles of trails. Accessible from the trails are attractions such as the Mizumoto Stroll Garden and Galloway Village. Add in a generous mix of arts and entertainment with unbeatable epicurean delights and the Springfield visitor is sure to have a pleasurable vacation.

#### Budget and Expenditures

<u>State Dollars Budgeted:</u>	\$400,000.00	<u>State Dollars Reimbursed:</u>	\$400,000.00
<u>Revised Budget Total:</u>	\$0.00	<u>Local Matching Dollars:</u>	\$434,240.41
		<u>Total Project Cost:</u>	\$834,240.41

#### Marketing Activity Information

<u>TV Ads Placed</u>	1,020	<u>Brochures Distributed</u>	0
<u>Radio Ads Placed</u>	3,493	<u>Tradeshows Attended</u>	0
<u>Newspaper Ads Placed</u>	7	<u>FAM Tours Hosted</u>	0
<u>Magazine Ads Placed</u>	33	<u>Websites Developed/Updated</u>	0
<u>Billboards Leased</u>	0	<u>Other Marketing Activity</u>	0
<u>Videos Distributed</u>	0		
 <u>Instate Marketing</u>	 20 %	 <u>Total Circulation/Gross Impressions</u>	 89,555,941
<u>Out of State Marketing</u>	80 %	<u>Inquiries Reported</u>	39,032

#### Project Outcomes

Percentage Completed     100%

Did Project Achieve Objectives?     Significantly

DMO Comments     According to our Conversion Study (completed 6/07) total hotel room demand increased 5.2% from 1.12 million to 1.18 million, the largest increase since 1994. Amount spent per trip decreased slightly, but was consistent with national travel trends.

Research Methods     Conversion Study                      Conversion Rate:   52.60%     <sup>1</sup> ROI:     \$24.82  
    E Visitor Profile Study                      Economic Impact:     \$20,426,747

Impact of Co-op Project     The Cooperative Marketing Program allows Springfield to advertise extensively outside the state of Missouri. With 86.5% of inquiries coming from outside the state, this program is invaluable in importing tourist dollars into Springfield.

Outcome Effect on Future Marketing     Outcomes of this project will help determine advertising vehicles, primary markets and creative approach for FY08. Research confirmed that a promotion-driven campaign was successful and that spring is the best time to reach the Springfield visitor.

<sup>1</sup> ROI (return on investment) amounts here represent the identified economic benefit for every \$1 spent on this project.

## FY2007 INDIVIDUAL PROJECT ASSESSMENTS

### Projects Targeting the Leisure Traveler

#### DMO Information

<u>Contract #:</u>	07-08-045-44	<u>DMO</u>	Branson/Lakes Area Chamber of Commerce/CVB
<u>Project:</u>	Destination Advertising		Spring Television Campaign
<u>Primary Objectives</u>	1. Build awareness and /improve understanding of brand 2. Increase first time outer-market overall visitation 3. Increase inquiries		
<u>Destination Description</u>	Branson shines bright day or night with 49 theaters offering more than 100 shows celebrating Americana at its best. Whether it's country, pop, swing, rock, gospel, magic or comedy Branson's live shows serve up a taste of America's heart and soul. A visit to Branson just would not be complete without a visit to its most popular attraction, Silver Dollar City. Within this 1880s themed destination you'll experience authentic Ozark history surrounded by the breathtaking Ozark Mountains, visitors will find three pristine lakes and scenic outdoor countryside perfect for fly fishing, water skiing, parasailing and championship golf, as well as a variety of soft adventures including hiking, biking and horseback riding. Branson is also home to more than 200 outlet stores, Ozarks arts and crafts at the Engler Block and the historic Downtown Shopping District of quaint shops and flea markets. Newest attraction to visit is Branson Landing, a lakefront development blending retail shopping, dining, luxury lodging, river walk, condominiums, a town plaza, several marinas and nightlife into a dynamic, waterfront setting. Other development in Branson include; Titanic: The World's Largest Museum Attraction, Dick Clark's American Bandstand Theater, Silver Dollar City's The Grand Exposition and Chateau on the Lake Resort's new Spa Chateau. All this and the time honored traditions of Ozark Mountain hospitality.		

#### Budget and Expenditures

		<u>State Dollars Reimbursed:</u>	\$400,000.00
<u>State Dollars Budgeted:</u>	\$400,000.00	<u>Local Matching Dollars:</u>	\$400,000.00
<u>Revised Budget Total:</u>	\$0.00	<u>Total Project Cost:</u>	\$800,000.00

#### Marketing Activity Information

<u>TV Ads Placed</u>	1,141	<u>Brochures Distributed</u>	0
<u>Radio Ads Placed</u>	0	<u>Tradeshows Attended</u>	0
<u>Newspaper Ads Placed</u>	0	<u>FAM Tours Hosted</u>	0
<u>Magazine Ads Placed</u>	0	<u>Websites Developed/Updated</u>	0
<u>Billboards Leased</u>	0	<u>Other Marketing Activity</u>	0
<u>Videos Distributed</u>	0		
<u>Instate Marketing</u>	0 %	<u>Total Circulation/Gross Impressions</u>	29,955,208
<u>Out of State Marketing</u>	100 %	<u>Inquiries Reported</u>	7,097

#### Project Outcomes

<u>Percentage Completed</u>	100%		
<u>Did Project Achieve Objectives?</u>	Somewhat		
<u>DMO Comments</u>	Results from our ad effectiveness study indicate that viewers of our ads were positively effective. Vacationers are sticking closer to home due to gas prices. Overall visitation increased 4.9%. The successful "low-hanging fruit strategy" of 2006 and second maintenance of these markets yielding roughly 86,567 additional visitors over the two-year campaign, generating approximately \$20,862,647, given total of \$2.1 million new expenditures in these markets. This project targeted Dallas and Chicago markets.		
<u>Research Methods</u>	Ad Awareness Study	<u>Conversion Rate:</u>	53.00% <sup>1</sup> <u>ROI:</u> \$24.81
	Inquiry Tracking	<u>Economic Impact:</u>	\$158,609,912
	Tax Revenue Comparison		
<u>Impact of Co-op Project</u>	The stable outer market visitation of Dallas and Chicago is due to the Cooperative Marketing Program.		
<u>Outcome Effect on Future Marketing</u>	In 2008, a separate Winter, Spring and Summer seasonal media campaigns are being developed that will utilize a strong outer-market strategy supported by Missouri Division of Tourism funding. The continued significant Missouri Division of Tourism involvement in our destination marketing efforts is critical in this effort.		

<sup>1</sup> ROI (return on investment) amounts here represent the identified economic benefit for every \$1 spent on this project.

## SUMMARY OF SMALL PROJECT MARKETING CONTRACTS

Fiscal Year 2007

---

State Dollars Reimbursed	\$36,306.42
Local Matching Dollars	\$40,682.98
Total Project Cost	\$76,989.40
State Dollars Budgeted	\$38,808.97

Total Circulation/Gross Impressions	35,875,080
Inquiries Reported	25,313

---

TV Ads Placed	0	Brochures Distributed	19,800
Radio Ads Placed	0	Tradeshows Attended	7
Newspaper Ads Placed	20	FAM Tours Hosted	0
Magazine Ads Placed	42	Websites Developed/Updated	0
Billboards Leased	0	Other Marketing Activities	1
Videos Distributed	0		

---

Percent Targeting Instate Market	55 %
Percent Targeting Out of State Markets	45 %

<b><i>DMO Name</i></b>	<b><i>Awaded</i></b>	<b><i>Reimbursed</i></b>
Mark Twain Lake Chamber of Commerce	\$5,000.00	\$2,986.65
Clinton Area Chamber of Commerce/CVB	\$1,227.25	\$1,227.25
Warrensburg Chamber of Commerce & Visitor Center	\$2,428.08	\$2,121.70
Hermann Area Chamber of Commerce - Tourism Grou	\$5,000.00	\$4,913.30
Hermann Area Chamber of Commerce - Tourism Grou	\$5,000.00	\$4,959.12
Chesterfield Chamber of Commerce	\$4,634.04	\$4,598.35
Chesterfield Chamber of Commerce	\$4,997.10	\$4,992.05
Southwest Missouri Tourism Alliance	\$5,000.00	\$5,000.00
City of West Plains Tourism Development Advisory Co	\$5,000.00	\$4,985.50
New Madrid Chamber of Commerce	\$522.50	\$522.50

## Projects Targeting the Leisure Traveler

<b><u>Contract #:</u></b>	<b>07-05-035-55</b>	<b><u>DMO</u></b>	<b>Clinton Area Chamber of Commerce/CVB</b>
<b><u>Project:</u></b>	Small Project Marketing-S/F      Clinton-Where the Lake Meets the Trail		
<b><u>Primary Objectives</u></b>	<ol style="list-style-type: none"> <li>1. Increase awareness of Clinton and what it has to offer travelers from Missouri, Oklahoma, Kansas and Iowa</li> <li>2. Create more visits to Clinton in six to twelve months following the placement of ads and distribution of brochures</li> </ol>		
<b><u>Destination Description</u></b>	<p>Located in west-central Missouri, as the northern gateway to Missouri's best bass fishing, second-largest lake and as the western head of the Katy Trail, Clinton draws thousands of visitors each year with its natural beauty and recreational opportunities. Clinton's historic downtown, the largest downtown square in Missouri, provides a day's worth of shopping entertainment. Clinton's history and heritage are alive and easily viewed at the Henry County Museum and Historical Arts Center located downtown.</p>		

<b>and Expenditures</b>		<u>State Dollars Reimbursed:</u>	\$1,227.25
<u>State Dollars Budgeted:</u>	\$1,227.25	<u>Local Matching Dollars:</u>	\$1,227.25
<u>Revised Budget Total:</u>	\$0.00	<u>Total Project Cost:</u>	\$2,454.50

<u>TV Ads Placed</u>	0	<u>Brochures Distributed</u>	5,000
<u>Radio Ads Placed</u>	0	<u>Tradeshows Attended</u>	0
<u>Newspaper Ads Placed</u>	0	<u>FAM Tours Hosted</u>	0
<u>Magazine Ads Placed</u>	3	<u>Websites Developed/Updated</u>	0
<u>Billboards Leased</u>	0	<u>Other Marketing Activity</u>	0
<u>Videos Distributed</u>	0		
 <u>Instate Marketing</u>	90 %	 <u>Total Circulation/Gross Impressions</u>	50,000
<u>Out of State Marketing</u>	10 %	<u>Inquiries Reported</u>	34

<u>Percentage Completed</u>	100%
<u>Did Project Achieve Objectives?</u>	Somewhat
<u>DMO Comments</u>	<p>Consistent advertising in a publication geared toward individuals who travel creates positive impressions and awareness that might not have existed previously. Providing easy access to information through professional-looking brochures at various visitor centers has a similar effect. Without extensive survey tools, which are not affordable for us at this point, awareness can be difficult to measure. We did not anticipate an immediate increase in the number of visitors as a result of magazine advertising and brochure distribution, but expect to see growth in the next few months. Sales tax and lodging tax numbers currently are on par with previous fiscal years. We will track these same tax figures leading into and during our peak tourism season (April through September) to see what impact the advertisements and brochures have had.</p>
<u>Research Methods</u>	<p>None required in this category</p> <p><u>Conversion Rate:</u>                      <sup>1</sup> <u>ROI:</u></p> <p><u>Economic Impact:</u></p>
<u>Impact of Co-op Project</u>	<p>Through the Cooperative Marketing Program we were able to advertise consistently, rather than sporadically, in a quality publication geared toward travelers. Increasing reach and frequency will, over time, create more awareness in the minds of our target audience. Also, we were able to print a colorful new visitor's guide in a sufficient enough quantity to distribute throughout the state and into neighboring states. The guides put Clinton's name and story in the hands of many more individuals than we have been able to reach previously.</p>
<u>Outcome Effect on Future Marketing</u>	<p>Although we did not use specific research components, we have a much better idea of the response rate from our efforts. As we look ahead, we will expand our magazine advertising efforts to reach more individuals, continue to enhance our brochure distribution to reach new markets and turn to our newly revised website to track the leads generated by all our marketing and promotional efforts.</p>

44

## FY2007 INDIVIDUAL PROJECT ASSESSMENTS

### Projects Targeting the Leisure Traveler

#### **DMO Information**

Contract #:    **07-05-037-55**                      DMO   **Warrensburg Chamber of Commerce & Visitor Center**

Project:        Small Project Marketing-S/F        Warrensburg...Made Fresh Daily

Primary Objectives        1. To create, design, print and distribute an updated, professional visitors center promotional brochure.

Destination Description        Warrensburg, Missouri is located 50 miles southeast of Kansas City. Just an hour's drive from Kansas City, Warrensburg residents and visitors are in the enviable position of being able to enjoy the attractions of a metropolitan area and the advantages of small town life. The hotels and motels in the Warrensburg community provide 429 available rooms. Some of the attractions for visitors to our community include Powell Gardens, Knob Noster State Park and Bristle Ridge Vineyards. Numerous events bring in visitors, one of the largest is the Wings Over Whiteman Air Show held at the Whiteman Air Force Base. Others come to attend the Johnson County Fair, the Warrensburg Wheels Car Show, the Scottish Highland Games or any number of racing events held at the Lasoski Speedway and the Central Missouri Speedway. Many camps, conferences and events of all types are held in Warrensburg each year which bring in thousands of visitors.

#### **Budget and Expenditures**

<u>State Dollars Budgeted:</u>	\$2,428.08	<u>State Dollars Reimbursed:</u>	\$2,121.70
<u>Revised Budget Total:</u>	\$2,121.70	<u>Local Matching Dollars:</u>	\$2,121.71
		<u>Total Project Cost:</u>	\$4,243.41

#### **Marketing Activity Information**

<u>TV Ads Placed</u>	0	<u>Brochures Distributed</u>	10,000
<u>Radio Ads Placed</u>	0	<u>Tradeshows Attended</u>	0
<u>Newspaper Ads Placed</u>	0	<u>FAM Tours Hosted</u>	0
<u>Magazine Ads Placed</u>	0	<u>Websites Developed/Updated</u>	0
<u>Billboards Leased</u>	0	<u>Other Marketing Activity</u>	0
<u>Videos Distributed</u>	0		
 <u>Instate Marketing</u>	 90 %	 <u>Total Circulation/Gross Impressions</u>	 10,000
<u>Out of State Marketing</u>	10 %	<u>Inquiries Reported</u>	0

#### **Project Outcomes**

Percentage Completed        87%

Did Project Achieve Objectives?        Significantly

DMO Comments        A very professional looking, up to date visitors guide is now being distributed. Feedback received on the piece has been very positive.

Research Methods        None required in this category                      Conversion Rate:                      <sup>1</sup> ROI:

Economic Impact:                      \$0

Impact of Co-op Project        Funding from the program has allowed us to create, print and distribute a visitors guide that looks professional and is up to date. This will create a favorable image of Warrensburg with prospective visitors in addition to the visitors who receive the piece upon their arrival to the community.

Outcome Effect on Future Marketing        No research required in this category.

<sup>1</sup> ROI (return on investment) amounts here represent the identified economic benefit for every \$1 spent on this project.

## FY2007 INDIVIDUAL PROJECT ASSESSMENTS

### Projects Targeting the Leisure Traveler

#### **DMO Information**

Contract #:    **07-06-036-55**                      DMO    **Hermann Area Chamber of Commerce - Tourism Group**

Project:        Small Project Marketing-S/F        Come Be Our Guest

Primary Objectives    1. Increase number of guests in lodging establishments    2. Increase the length of time visitors stay in Hermann  
3. Promote Hermann as year round overnight destination

Destination Description    Located on the banks of the Missouri River, Hermann is a historic German community with a strong tradition of tourism activities. The German traditions, unique architecture, over 150 buildings on the National Register of Historic Places, wineries, antique shops and galleries, fine restaurants, unique lodging establishments, historic sites and many festivals make Hermann a great destination for all types of travelers. There are two historic wineries in the City of Hermann, Stone Hill and Hermannhof, and two within a mile of the city, Adam Puchta and Oak Glenn. Three other wineries are nearby and work with the other four as part of the Hermann Wine Trail. Hermann is truly the Bed & Breakfast capital of Missouri with more than 60 unique lodging establishments in the area and over 200 rooms, ranging from traditional motels to Bed & Breakfasts, quaint inns and guest houses, many in historic buildings. Hermann is a great place for small to medium sized meetings, retreats and reunions. Some of Hermann's annual events include: Wurstfest, Maifest, Oktoberfest, BarBQ & Brats Festival, Kristkindl Markets and other Christmas time activities, four annual Hermann Wine Trail events and a variety of antique shows, art programs and history related events.

#### **Budget and Expenditures**

		<u>State Dollars Reimbursed:</u>	\$4,913.30
<u>State Dollars Budgeted:</u>	\$5,000.00	<u>Local Matching Dollars:</u>	\$5,430.30
<u>Revised Budget Total:</u>	\$0.00	<u>Total Project Cost:</u>	\$10,343.60

#### **Marketing Activity Information**

<u>TV Ads Placed</u>	0	<u>Brochures Distributed</u>	0
<u>Radio Ads Placed</u>	0	<u>Tradeshows Attended</u>	0
<u>Newspaper Ads Placed</u>	1	<u>FAM Tours Hosted</u>	0
<u>Magazine Ads Placed</u>	7	<u>Websites Developed/Updated</u>	0
<u>Billboards Leased</u>	0	<u>Other Marketing Activity</u>	0
<u>Videos Distributed</u>	0		
<u>Instate Marketing</u>	32 %	<u>Total Circulation/Gross Impressions</u>	2,078,824
<u>Out of State Marketing</u>	68 %	<u>Inquiries Reported</u>	5,773

#### **Project Outcomes**

Percentage Completed    98%

Did Project Achieve Objectives?    Somewhat

DMO Comments    During the third quarter of 2006 our lodging tax revenue increased by 25%. Our fourth quarter, however, was flat suggesting the lingering impact of high gas prices.

Research Methods    None required in this category                      Conversion Rate:                      <sup>1</sup> ROI:

Economic Impact:                      \$0

Impact of Co-op Project    The Cooperative Marketing Program provided us an opportunity to reach into markets we could not have afforded otherwise, such as Iowa and Illinois AAA Living magazines. It also gave us a significant boost in funds to promote Hermann as an overnight destination and we are continuing to build on this campaign today.

Outcome Effect on Future Marketing    No research required in this category.

<sup>1</sup> ROI (return on investment) amounts here represent the identified economic benefit for every \$1 spent on this project.

## FY2007 INDIVIDUAL PROJECT ASSESSMENTS

### Projects Targeting the Leisure Traveler

#### DMO Information

Contract #:     **07-07-033-55**                      DMO   **Chesterfield Chamber of Commerce**

Project:        Small Project Marketing-S/F        Destination Chesterfield

Primary Objectives     1. Increase the awareness of Chesterfield as a tourist destination 2. Increase the percentage of leisure visitors to Chesterfield 3. Increase the average length of stay for leisure visitors

Destination Description     The City of Chesterfield was incorporated just sixteen years ago in 1988. We are conveniently located off of Highway 64/40 just 25 minutes from downtown St. Louis. Our market is primarily drive-in affluent Midwesterners. We have many interesting attractions and activities to keep our visitors entertained. Among them are; Faust Park, with 200 acres to explore including a circa 1920's carousel, historic village, the Sophia M. Sachs Butterfly House, fabulous restaurants, luxurious hotels, great shopping opportunities, art museums, a children's museum and coming soon, Stages St. Louis, a musical theatre company. Chesterfield is also home to some great summer events, namely the St. Louis County Fair and Air Show and the Summer Concerts in the Park.

#### Budget and Expenditures

<u>State Dollars Budgeted:</u>	\$4,634.04	<u>State Dollars Reimbursed:</u>	\$4,598.35
<u>Revised Budget Total:</u>	\$0.00	<u>Local Matching Dollars:</u>	\$4,634.06
		<u>Total Project Cost:</u>	\$9,232.41

#### Marketing Activity Information

<u>TV Ads Placed</u>	0	<u>Brochures Distributed</u>	0
<u>Radio Ads Placed</u>	0	<u>Tradeshows Attended</u>	0
<u>Newspaper Ads Placed</u>	0	<u>FAM Tours Hosted</u>	0
<u>Magazine Ads Placed</u>	7	<u>Websites Developed/Updated</u>	0
<u>Billboards Leased</u>	0	<u>Other Marketing Activity</u>	0
<u>Videos Distributed</u>	0		
 <u>Instate Marketing</u>	 47 %	 <u>Total Circulation/Gross Impressions</u>	 5,047,462
<u>Out of State Marketing</u>	53 %	<u>Inquiries Reported</u>	1,012

#### Project Outcomes

Percentage Completed     99%

Did Project Achieve Objectives?     Somewhat

DMO Comments     Based on the requests for brochures, phone inquiries (800 number referenced in magazine advertising) and an increase in visitors to our tourism website that is referenced in our magazine ads, we feel that travelers are becoming aware of Chesterfield as a destination. The inquiry requests from the three advertisements in Missouri Life were not as many as expected, but we felt we did reach a different audience than the AAA publications.

Research Methods     None required in this category                      Conversion Rate:                      <sup>1</sup> ROI:

Economic Impact:                      \$0

Impact of Co-op Project     The Cooperative Marketing Program funds were necessary to allow advertising in a variety of publications and also allow repetition. We were able to purchase three larger ads in the Missouri Life Magazine at a special three time rate. Without the extra funds we would have been less effective.

Outcome Effect on Future Marketing     No research required in this category.

<sup>1</sup> ROI (return on investment) amounts here represent the identified economic benefit for every \$1 spent on this project.



## FY2007 INDIVIDUAL PROJECT ASSESSMENTS

### Projects Targeting the Leisure Traveler

#### DMO Information

Contract #:     **07-09-034-55**                      DMO   **City of West Plains Tourism Development Advisory Council**

Project:        Small Project Marketing-S/F        Special Events & Downtown

Primary Objectives     1. Increase overnight stays and lodging revenues 2. Develop special events and brand recognition 3. Coordinate entertainment and event schedules as well as group travel itineraries with downtown association

Destination Description     West Plains serves as the hub of South Central Missouri, the largest city within a 100-mile radius. For tourists traveling through the area, West Plains is the commercial center of the region, providing the most options for lodging, dining, shopping, outfitting and other services frequently unavailable at their final destination. The West Plains Civic Center provides a venue for conferences, meetings, tradeshow, concerts and other events which allow us to market West Plains as the meeting destination for this area. The Ozark Heritage Region is abundant in natural, historic, cultural and scenic attractions. This combination of assets makes West Plains a perfect vacation destination.

#### Budget and Expenditures

<u>State Dollars Budgeted:</u>	\$5,000.00	<u>State Dollars Reimbursed:</u>	\$4,985.50
<u>Revised Budget Total:</u>	\$0.00	<u>Local Matching Dollars:</u>	\$4,985.51
		<u>Total Project Cost:</u>	\$9,971.01

#### Marketing Activity Information

<u>TV Ads Placed</u>	0	<u>Brochures Distributed</u>	0
<u>Radio Ads Placed</u>	0	<u>Tradeshows Attended</u>	0
<u>Newspaper Ads Placed</u>	0	<u>FAM Tours Hosted</u>	0
<u>Magazine Ads Placed</u>	7	<u>Websites Developed/Updated</u>	0
<u>Billboards Leased</u>	0	<u>Other Marketing Activity</u>	0
<u>Videos Distributed</u>	0		
 <u>Instate Marketing</u>	 15 %	 <u>Total Circulation/Gross Impressions</u>	 6,202,244
<u>Out of State Marketing</u>	85 %	<u>Inquiries Reported</u>	4,688

#### Project Outcomes

Percentage Completed     100%

Did Project Achieve Objectives?     Significantly

DMO Comments     Lodging tax 2006 increased by 9.31% over 2005, Sales Tax increased 10.28% over 2005, successful event "Second Saturday Downtown Stroll" began April 2006 thru December 2006 and will continue in April 2007 thru December 2007 due to that success! This event, along with downtown revitalization projects are contributing factors towards making West Plains the DREAM City and establishing our brand. AAA, Rural Arkansas and Rural Missouri number of inquires increased over previous year (cost was lower).

Research Methods     None required in this category                      Conversion Rate:                      <sup>1</sup> ROI:

Economic Impact:                      \$0

Impact of Co-op Project     Due to advertising our events, attendance increased dramatically and overnight stays and spending increased. Without Cooperative Marketing Program funds, we could not market as extensively and effectively as we do.

Outcome Effect on Future Marketing     AAA advertising/reader service provides geographic information, we know where to advertise based on the number of requests for area information and will continue to target those areas. Rural Missouri and Rural Arkansas are effective for advertising our events and generating overnight stays. We are able to determine the "type" of events people are interested in seeing, based on the number of inquires through the 800 number call log. Knowing the geographic areas and interest, we will continue to use AAA, Rural Arkansas and Rural Missouri magazines for future marketing and advertising.

<sup>1</sup> ROI (return on investment) amounts here represent the identified economic benefit for every \$1 spent on this project.

## FY2007 INDIVIDUAL PROJECT ASSESSMENTS

### Projects Targeting the Leisure Traveler

#### DMO Information

Contract #:    **07-03-053-56**                      DMO    **Mark Twain Lake Chamber of Commerce**

Project:        Small Project Marketing-W/S    Mark Twain Lake Getaway

Primary Objectives    1. Increase the number of visitors   2. Increase length of stay   3. Increase revenues

Destination Description    Mark Twain Lake area is located in Monroe and Ralls Counties in Northeast Missouri, Mark Twain Lake has 18,600 acres of surface water at normal pool. The lake is approximately 27 miles in length and provides 285 miles of beautiful shoreline. The sparkling waters and scenic lands of Clarence Cannon Dam and Mark Twain Lake provide countless opportunities for outdoor recreation such as; boating (sailboats & motorboats), swimming, fishing (many fishing tournaments), skiing, picnicking, camping, hiking, horseback riding, hunting and more.

#### Budget and Expenditures

		<u>State Dollars Reimbursed:</u>	\$2,986.65
<u>State Dollars Budgeted:</u>	\$5,000.00	<u>Local Matching Dollars:</u>	\$4,422.60
<u>Revised Budget Total:</u>	\$0.00	<u>Total Project Cost:</u>	\$7,409.25

#### Marketing Activity Information

<u>TV Ads Placed</u>	0	<u>Brochures Distributed</u>	4,800
<u>Radio Ads Placed</u>	0	<u>Tradeshows Attended</u>	6
<u>Newspaper Ads Placed</u>	12	<u>FAM Tours Hosted</u>	0
<u>Magazine Ads Placed</u>	6	<u>Websites Developed/Updated</u>	0
<u>Billboards Leased</u>	0	<u>Other Marketing Activity</u>	0
<u>Videos Distributed</u>	0		
 <u>Instate Marketing</u>	 80 %	 <u>Total Circulation/Gross Impressions</u>	 6,954,800
<u>Out of State Marketing</u>	20 %	<u>Inquiries Reported</u>	525

#### Project Outcomes

Percentage Completed    60%

Did Project Achieve Objectives?    Somewhat

DMO Comments    Despite high gas prices the number of rooms filled and revenues appear to be up based on responses from Chamber businesses. Final numbers won't be available until early 2008.

Research Methods    None required in this category                      Conversion Rate:                      <sup>1</sup> ROI:

Economic Impact:

Impact of Co-op Project    The Cooperative Marketing Program project helped us get our name out to a number of new sources. Without the grant funding we likely would not have been able to run as many ads or print the rock card.

Outcome Effect on Future Marketing    As we are able to talk to more Chamber members, we will get a better picture of the impact our marketing efforts had in 2007.

<sup>1</sup> ROI (return on investment) amounts here represent the identified economic benefit for every \$1 spent on this project.

## FY2007 INDIVIDUAL PROJECT ASSESSMENTS

### Projects Targeting the Leisure Traveler

#### **DMO Information**

Contract #:     **07-06-052-56**                      DMO   **Hermann Area Chamber of Commerce - Tourism Group**

Project:        Small Project Marketing-W/S     The Perfect Getaway

Primary Objectives     1. Increase the number of visitors to Hermann   2. Increase the length of stay of visitors   3. Increase mid-week visitors

Destination Description     Located on the banks of the Missouri River, Hermann is a historic German community with a strong tradition of tourism activities. The German traditions, unique architecture, over 150 buildings on the National Register of Historic Places, wineries, antique shops and galleries, fine restaurants, unique lodging establishments, historic sites and many festivals make Hermann a great destination for all types of travelers. There are two historic wineries in the City of Hermann, Stone Hill and Hermannhof, and two within a mile of the city, Adam Puchta and Oak Glenn. Three other wineries are nearby and work with the other four as part of the Hermann Wine Trail. Hermann is truly the Bed & Breakfast capital of Missouri with more than 60 unique lodging establishments in the area and over 200 rooms, ranging from traditional motels to Bed & Breakfasts, quaint inns and guest houses, many in historic buildings. Hermann is a great place for small to medium sized meetings, retreats and reunions. Some of Hermann's annual events include: Wurstfest, Maifest, Oktoberfest, BarBQ & Brats Festival, Kristkindl Markets and other Christmas time activities, four annual Hermann Wine Trail events and a variety of antique shows, art programs and history related events.

#### **Budget and Expenditures**

		<u>State Dollars Reimbursed:</u>	\$4,959.12
<u>State Dollars Budgeted:</u>	\$5,000.00	<u>Local Matching Dollars:</u>	\$6,757.00
<u>Revised Budget Total:</u>	\$0.00	<u>Total Project Cost:</u>	\$11,716.12

#### **Marketing Activity Information**

<u>TV Ads Placed</u>	0	<u>Brochures Distributed</u>	0
<u>Radio Ads Placed</u>	0	<u>Tradeshows Attended</u>	0
<u>Newspaper Ads Placed</u>	1	<u>FAM Tours Hosted</u>	0
<u>Magazine Ads Placed</u>	4	<u>Websites Developed/Updated</u>	0
<u>Billboards Leased</u>	0	<u>Other Marketing Activity</u>	0
<u>Videos Distributed</u>	0		
<u>Instate Marketing</u>	44 %	<u>Total Circulation/Gross Impressions</u>	2,596,462
<u>Out of State Marketing</u>	56 %	<u>Inquiries Reported</u>	6,992

#### **Project Outcomes**

Percentage Completed     99%

Did Project Achieve Objectives?     Somewhat

DMO Comments     We are seeing growth in our lodging tax and Bed & Breakfasts are reporting more mid-week visitors.

Research Methods     None required in this category                      Conversion Rate:                      <sup>1</sup> ROI:

Economic Impact:                      \$0

Impact of Co-op Project     The Cooperative Marketing Program provided us funds to reach into markets we otherwise could not afford such as the AAA Living Magazines in Iowa and Illinois. Our budget, like everyone else, is tight and having access to these funds allows us to do more types of advertising in more markets.

Outcome Effect on Future Marketing     No research required in this category.

<sup>1</sup> ROI (return on investment) amounts here represent the identified economic benefit for every \$1 spent on this project.

## FY2007 INDIVIDUAL PROJECT ASSESSMENTS

### Projects Targeting the Leisure Traveler

#### **DMO Information**

Contract #:     **07-07-050-56**                      DMO   **Chesterfield Chamber of Commerce**

Project:        Small Project Marketing-W/S     Destination Chesterfield

Primary Objectives     1. Increase the awareness of Chesterfield as a tourist destination and generate 25% more leads 2. Increase the percentage of leisure visitors to Chesterfield 3. Increase the average length of stay for leisure visitors

Destination Description     The City of Chesterfield was incorporated just 18 years ago in 1988. Located conveniently off of Highway 64/40 just 25 minutes from downtown St. Louis. Our market is primarily drive-in affluent Midwesterners. Chesterfield has many interesting attractions and activities to keep our visitors entertained. Among them are; Faust Park, with 200 acres to explore including a circa 1920's carousel, historic village, the Sophia M. Sachs Butterfly House, fabulous restaurants, luxurious hotels, great shopping opportunities, art museums, a children's museum and coming soon, Stages St. Louis, a musical theater company. Chesterfield Valley hosts a plethora of shopping opportunities, including the THF commercial development of Chesterfield Commons, which is the largest open-air shopping center in the nation. Chesterfield is also home to great summer events, such as the St. Louis County Fair and Air Show and the Summer Concerts in the Park.

#### **Budget and Expenditures**

<u>State Dollars Budgeted:</u>	\$4,997.10	<u>State Dollars Reimbursed:</u>	\$4,992.05
		<u>Local Matching Dollars:</u>	\$4,992.05
<u>Revised Budget Total:</u>	\$0.00	<u>Total Project Cost:</u>	\$9,984.10

#### **Marketing Activity Information**

<u>TV Ads Placed</u>	0	<u>Brochures Distributed</u>	0
<u>Radio Ads Placed</u>	0	<u>Tradeshows Attended</u>	0
<u>Newspaper Ads Placed</u>	0	<u>FAM Tours Hosted</u>	0
<u>Magazine Ads Placed</u>	7	<u>Websites Developed/Updated</u>	0
<u>Billboards Leased</u>	0	<u>Other Marketing Activity</u>	0
<u>Videos Distributed</u>	0		
<u>Instate Marketing</u>	45 %	<u>Total Circulation/Gross Impressions</u>	6,927,462
<u>Out of State Marketing</u>	55 %	<u>Inquiries Reported</u>	2,629

#### **Project Outcomes**

Percentage Completed     100%

Did Project Achieve Objectives?     Significantly

DMO Comments     The inquiries increased by 50% from the last reporting period. Based on the requests for brochures, phone inquiries (800 number referenced in magazine advertising) and an increase in visitors to our tourism website that is referenced in our magazine ads, we feel that travelers are becoming aware of Chesterfield as a destination.

Research Methods     None required in this category

Conversion Rate:                      <sup>1</sup> ROI:

Economic Impact:                      \$0

Impact of Co-op Project     The Cooperative Marketing Program funds were necessary to allow advertising in a variety of publications and also allow repetition. We were able to purchase three larger ads in the Missouri Life Magazine at a special three time rate with our increase. Without the extra funds our own tourism funds would have been less effective.

Outcome Effect on Future Marketing     We will be replacing our advertising in Missouri Life with another regional magazine to try to increase our inquiries even more. We see that the AAA publication have given us the feedback that we need and wanted.

<sup>1</sup> ROI (return on investment) amounts here represent the identified economic benefit for every \$1 spent on this project.

## FY2007 INDIVIDUAL PROJECT ASSESSMENTS

### Projects Targeting the Leisure Traveler

#### DMO Information

Contract #:     **07-08-048-56**                      DMO   **Southwest Missouri Tourism Alliance**

Project:        Small Project Marketing-W/S     SWMTA Heritage Toursim Promotion

Primary Objectives     1. Increase partnership marketing activities and raise awareness for Southwest Missouri Tourism Alliance as a tourist destination 2. Develop and offer itinerary choices 3. Maximize impressions and receive large amounts of quality leads

Destination Description     Southwest Missouri is where the Ozarks meet the prairie, it's where the Bushwhackers met up with the Jayhawkers, it's where Route 66 gave way to the interstate and it's where the slower charm of country life intersects with the faster pace of the city. Aurora, Carl Junction, Carthage, Cassville, Diamond, Greenfield, Joplin, Lamar, Monett, Mt. Vernon, Neosho, Nevada, Springfield and Webb City are the towns connected by crossroads and by the bonds of neighbors and a shared heritage. Yet each, in its own way, is unique and worth exploring.

#### Budget and Expenditures

<u>State Dollars Budgeted:</u>	\$5,000.00	<u>State Dollars Reimbursed:</u>	\$5,000.00
<u>Revised Budget Total:</u>	\$0.00	<u>Local Matching Dollars:</u>	\$5,590.00
		<u>Total Project Cost:</u>	\$10,590.00

#### Marketing Activity Information

<u>TV Ads Placed</u>	0	<u>Brochures Distributed</u>	0
<u>Radio Ads Placed</u>	0	<u>Tradeshows Attended</u>	0
<u>Newspaper Ads Placed</u>	6	<u>FAM Tours Hosted</u>	0
<u>Magazine Ads Placed</u>	1	<u>Websites Developed/Updated</u>	0
<u>Billboards Leased</u>	0	<u>Other Marketing Activity</u>	1
<u>Videos Distributed</u>	0		
 <u>Instate Marketing</u>	 10 %	 <u>Total Circulation/Gross Impressions</u>	 6,007,826
<u>Out of State Marketing</u>	90 %	<u>Inquiries Reported</u>	2,826

#### Project Outcomes

Percentage Completed     100%

Did Project Achieve Objectives?     Significantly

DMO Comments     This was the first real national campaign Southwest Missouri Tourism Alliance has been able to produce in some time due to budget constraints in recent years. It was a true collaborative effort and one we feel will springboard into an on-going campaign. We were able to produce the website and offer tour itineraries through it. We had over 6 million impressions and received more than 2,800 leads.

Research Methods     None required in this category                      Conversion Rate:                      <sup>1</sup> ROI:

Economic Impact:                      \$0

Impact of Co-op Project     We were able to produce and begin the development of swmotour.com and utilize the three themes of Civil War outlaws and Route 66 in our creative. It showed us that this partnership effort can benefit all of the participants. We received more than 2,800 leads that each member now has and is able to use for their individual marketing efforts as well. We have a baseline established now that we can build upon in the future.

Outcome Effect on Future Marketing     We weren't required to do a specific research project however, we did of course track our leads and have those in a database and we will continue to stay in touch with those potential travelers.

<sup>1</sup> ROI (return on investment) amounts here represent the identified economic benefit for every \$1 spent on this project.

## FY2007 INDIVIDUAL PROJECT ASSESSMENTS

### Projects Targeting the Leisure Traveler

#### **DMO Information**

Contract #:     **07-10-047-56**                      DMO   **New Madrid Chamber of Commerce**

Project:        Small Project Marketing-W/S     St. Louis Working Women's Show

Primary Objectives     1. Increase number of visitors annually   2. Increase sales tax revenue by 5 percent   3. Increase awareness of what we have to offer

Destination Description     New Madrid is a lovely town located on the Mississippi River. The river is our biggest asset and can be viewed by visitors on the 120 foot long Observation Deck where they can get a splendid view of 8 miles of the river or if the visitor prefers they can go one quarter of a mile further down the levee road to Riverfront Park and have lunch while watching the barges go by. Our beautiful new riverfront affords the visitor other options as well; such as fishing, boating and festivals that are held there often. The New Madrid Historic Museum houses information on the Great New Madrid Fault and Earthquakes of 1811-1812, Civil War artifacts, Indian artifacts and local history. The Higgerson School Historic Site offers a glimpse into life of children growing up in the country in an area east of town called Hangers-on Landing. The Hunter-Dawson Home State Historic Site is a 15 room antebellum home built in 1859, this home is a beautiful example of life in the Victorian Days.

#### **Budget and Expenditures**

<u>State Dollars Budgeted:</u>	\$522.50	<u>State Dollars Reimbursed:</u>	\$522.50
<u>Revised Budget Total:</u>	\$0.00	<u>Local Matching Dollars:</u>	\$522.50
		<u>Total Project Cost:</u>	\$1,045.00

#### **Marketing Activity Information**

<u>TV Ads Placed</u>	0	<u>Brochures Distributed</u>	0
<u>Radio Ads Placed</u>	0	<u>Tradeshows Attended</u>	1
<u>Newspaper Ads Placed</u>	0	<u>FAM Tours Hosted</u>	0
<u>Magazine Ads Placed</u>	0	<u>Websites Developed/Updated</u>	0
<u>Billboards Leased</u>	0	<u>Other Marketing Activity</u>	0
<u>Videos Distributed</u>	0		
 <u>Instate Marketing</u>	 100 %	 <u>Total Circulation/Gross Impressions</u>	 0
<u>Out of State Marketing</u>	0 %	<u>Inquiries Reported</u>	834

#### **Project Outcomes**

Percentage Completed     100%

Did Project Achieve Objectives?     Somewhat

DMO Comments     There is no way to know for sure if the 134 visitors to the museum from March 4 to August 31, 2007 were from the St. Louis area visiting, because they saw us at the women's show.

Research Methods     None required in this category

Conversion Rate:                      <sup>1</sup> ROI:

Economic Impact:                      \$0

Impact of Co-op Project     The Cooperative Marketing Program funds increased the awareness of what we have to offer and our close proximity to the St. Louis area. We had many people indicate it would make a good day trip for them.

Outcome Effect on Future Marketing     No research required in this category.

<sup>1</sup> ROI (return on investment) amounts here represent the identified economic benefit for every \$1 spent on this project.

## SUMMARY OF BROCHURE DEVELOPMENT AND PRINTING PROJECTS

Fiscal Year 2007

---

State Dollars Reimbursed	\$7,692.47
Local Matching Dollars	\$7,738.00
Total Project Cost	\$15,430.47
State Dollars Budgeted	\$7,738.00
Brochures Distributed	131,000

### **Brochure Development and Printing Projects**

Contract #	DMO Name	Award Amount	Total Reimbursement
07-03-046-77	Monroe City Chamber of Commerce	\$792.00	\$791.97
07-05-054-77	Nevada/Vernon County Chamber of Commerce	\$2,500.00	\$2,500.00
07-05-056-77	Barton County Chamber of Commerce	\$2,425.00	\$2,379.50
07-06-055-77	Historic Arrow Rock Council	\$2,021.00	\$2,021.00

## SUMMARY OF CONVENTION MARKETING CONTRACTS

Fiscal Year 2007

Number of Projects 9

Award Amount \$300,000.00

Payments Local Funds \$294,970.07

State Reimbursement \$292,124.16

Other CVM Expenditures \$2,135,289.80

Total CVM Expenditures \$2,624,121.85

TV Ads Placed	0	Meeting Planners Distributed	1,905
Radio Ads Placed	0	Tradeshows Attended	34
Newspaper Ads Placed	0	FAM Tours Hosted	0
Magazine Ads Placed	126	Videos Distributed	0
Media Kits Distributed	54	Other Marketing Activities	7

Conventions Booked 2,155

Meetings Booked 384

Sporting Events Booked 270

Total Bookings 2,809

Economic Impact \$813,359,282

ROI for Every Dollar Spent \$310

### Convention Marketing Contracts

Full Name	DMO Name	Award Amount	Reimbursed
Northwest	Buchanan Co. Tourism Board d/b/a St. Joseph CVB	\$22,502.75	\$22,395.75
Northwest	City of Independence - Tourism Department	\$27,938.00	\$25,873.44
Northwest	CVB of Greater Kansas City	\$46,268.75	\$46,268.75
Central	Pulaski County Visitors Bureau	\$18,488.00	\$15,870.38
Northeast	St. Louis CVC	\$60,000.00	\$60,000.00
Southwest	City of Joplin CVB	\$34,102.50	\$32,506.34
Southwest	Springfield CVB	\$60,000.00	\$60,000.00
Southwest	Branson/Lakes Area Chamber of Commerce/CVB	\$6,400.00	\$5,955.10
Southwest	Branson/Lakes Area Chamber of Commerce/CVB	\$24,300.00	\$23,254.40



## FY 2007 INDIVIDUAL PROJECT ASSESSMENTS

### Marketing to the Event Planner

**DMO:** Buchanan Co. Tourism Board d/b/a St. Joseph CVB

**Project Name** St Joseph Convention & Sports Marketing

**Fiscal Year** 2007

**Contract #** 07-01-008-33 **% Completed** 100%

**Revised Budget** \$0.00 **Payments Local Funds** \$22,502.75

**Award Amount** \$22,502.75 **Other CVM Expenditures** \$89,682.25

**Total Reimbursement** \$22,395.75 **Total CVM Expenditures** \$112,185.00

<b>TV Ads Placed</b>	0	<b>Printed Materials Distributed</b>	0
<b>Radio Ads Placed</b>	0	<b>Tradeshows Attended</b>	6
<b>Newspaper Ads Placed</b>	0	<b>FAM Tours Hosted</b>	0
<b>Magazine Ads Placed</b>	13	<b>Videos Distributed</b>	0
<b>Media Kits Distributed</b>	0	<b>Other Marketing Activity</b>	0
<b>Percent CV and Mtgs</b>	61	<b>Percent Sporting Events</b>	39

**Primary Objectives** 1. Implement marketing programs 2. Increase total occupied hotel rooms 3. Present St. Joseph as a first class destination

**Did Project Achieve Objectives** Significantly

**Explanation** The Strategies employed during FY07 produced these results; Hotel Occupancy of 71% an increase of 4% and Average Daily Rate \$58.33 an increase of 4%. Our convention and sports overall impact is slightly down from last year, but very comparable.

**Conventions Booked** 102 **Meetings Booked** 0 **Sporting Events Booked** 65 **Total Bookings** 167

**Economic Impact** \$6,828,460 **ROI for Every Dollar Spent** \$60.87

**Method of Calculation** Exact number = \$6,828,460 - room nights x dollars spent. (\$145 for single occupancy and \$290 for double occupancy)

**Outcome Effect on Future Marketing** All components will be evaluated by the number of responses, number of leads and number of events booked as a result. Those programs that are not producing results will be eliminated. Those that are bringing in more events will remain and be expanded.

**Percentage Completed** 100% **Executive Summary Included** No

**Activities Not Completed** All activities completed as agreed.

**Previous Year Bookings** 167 **Previous Year Economic Impact** \$7,037,330

## FY 2007 INDIVIDUAL PROJECT ASSESSMENTS

### Marketing to the Event Planner

**DMO:** City of Independence - Tourism Department

**Project Name** Independence Small Mtg/Convention Marketing

**Fiscal Year** 2007

**Contract #** 07-04-005-33 **% Completed** 93%

**Revised Budget** \$0.00 **Payments Local Funds** \$25,873.44

**Award Amount** \$27,938.00 **Other CVM Expenditures** \$11,000.00

**Total Reimbursement** \$25,873.44 **Total CVM Expenditures** \$62,746.88

**TV Ads Placed** 0 **Printed Materials Distributed** 0

**Radio Ads Placed** 0 **Tradeshows Attended** 4

**Newspaper Ads Placed** 0 **FAM Tours Hosted** 0

**Magazine Ads Placed** 12 **Videos Distributed** 0

**Media Kits Distributed** 0 **Other Marketing Activity** 2

**Percent CV and Mtgs** 92 **Percent Sporting Events** 8

**Primary Objectives** 1. Increase awareness of Independence as a destination 2. Increase length of stay and spending 3. Increase partnerships

**Did Project Achieve Objectives** Somewhat

**Explanation** Economic impact figures attached are calendar year. While there was a decrease in reported impact in both sports and meetings, hotel tax income increased over 9%. This project assisted in efforts to maintain impact in a challenging year.

**Conventions Booked** 1282 **Meetings Booked** 0 **Sporting Events Booked** 111 **Total Bookings** 1393

**Economic Impact** \$2,900,000 **ROI for Every Dollar Spent** \$46.22

**Method of Calculation** Information received from 5 hotels.

**Outcome Effect on Future Marketing** With new facilities coming on line and increased partnerships we believe our sports and meetings markets will increase. It is important for us to have the relationships and reporting mechanisms in place to accurately relay economic impact.

**Percentage Completed** 93% **Executive Summary Included** No

**Activities Not Completed** All activities completed as agreed.

**Previous Year Bookings** 0 **Previous Year Economic Impact** \$3,200,000

# FY 2007 INDIVIDUAL PROJECT ASSESSMENTS

## Marketing to the Event Planner

**DMO: CVB of Greater Kansas City**

**Project Name** FY07 Convention Marketing Program

**Fiscal Year** 2007

**Contract #** 07-04-017-33 **% Completed** 100%

**Revised Budget** \$0.00 **Payments Local Funds** \$46,268.75

**Award Amount** \$46,268.75 **Other CVM Expenditures** \$576,398.00

**Total Reimbursement** \$46,268.75 **Total CVM Expenditures** \$622,667.00

<b>TV Ads Placed</b>	0	<b>Printed Materials Distributed</b>	0
<b>Radio Ads Placed</b>	0	<b>Tradeshows Attended</b>	0
<b>Newspaper Ads Placed</b>	0	<b>FAM Tours Hosted</b>	0
<b>Magazine Ads Placed</b>	11	<b>Videos Distributed</b>	0
<b>Media Kits Distributed</b>	0	<b>Other Marketing Activity</b>	0
<b>Percent CV and Mtgs</b>	95	<b>Percent Sporting Events</b>	5

**Primary Objectives** 1. Increase the economic impact 2. Increase awareness in Kansas City 3. Educate meeting planner

**Did Project Achieve Objectives** Significantly

**Explanation** The project helped to continue building the foundational awareness for Kansas City. Staying on course with our advertising campaign (third year) has increased the overall knowledge of our new convention amenities.

**Conventions Booked** 357 **Meetings Booked** 0 **Sporting Events Booked** 17 **Total Bookings** 374

**Economic Impact** \$302,757,100 **ROI for Every Dollar Spent** \$486.23

**Method of Calculation** Conventions w/o exhibits or fewer than 50 booths  
Attendance x \$974\* = EI

Conventions w/ exhibits and over 50 booths  
(Attendance x \$974\*) + (#booths x \$7005) = EI  
Jan 07

Excess attendance w/o exhibits or fewer than 50 booths  
Peak rooms x 2 = Base attendance (attd)  
Attendance - Base Attd = Adj Attd  
Adj Attd x .25 = In-Town Attd  
Base Attd + In-Town Attd = Total Attd  
Total Attd x \$974 = EI

Excess attendance w/ exhibits and over 50 booths  
Peak rooms x 2 = Base Attd  
Attendance - Base Attd = Adj Attd  
Adj Attd x .25 = In-Town Attd  
Base + In-Town Attd = Total Attd  
(Total Attd x \$974) + (#booths x \$7005) = EI

**Outcome Effect on Future Marketing** Based on the significant success of this application the plan for the future is to develop a comprehensive marketing piece to distribute in specific meeting planner publications. This piece builds on the success of our advertisement campaign.

**Percentage Completed** 100% **Executive Summary Included** No

**Activities Not Completed** All activities completed as agreed.

**Previous Year Bookings** 343 **Previous Year Economic Impact** \$273,121,960

# FY 2007 INDIVIDUAL PROJECT ASSESSMENTS

## Marketing to the Event Planner

**DMO: Pulaski County Visitors Bureau**

**Project Name** Pulaski County Convention Co-Op 07

**Fiscal Year** 2007

**Contract #** 07-06-032-33 **% Completed** 86%

**Revised Budget** \$0.00 **Payments Local Funds** \$15,895.38

**Award Amount** \$18,488.00 **Other CVM Expenditures** \$4,372.00

**Total Reimbursement** \$15,870.38 **Total CVM Expenditures** \$36,162.77

**TV Ads Placed** 0 **Printed Materials Distributed** 244

**Radio Ads Placed** 0 **Tradeshows Attended** 5

**Newspaper Ads Placed** 0 **FAM Tours Hosted** 0

**Magazine Ads Placed** 14 **Videos Distributed** 0

**Media Kits Distributed** 4 **Other Marketing Activity** 1

**Percent CV and Mtgs** 97 **Percent Sporting Events** 3

**Primary Objectives** 1. To increase group travel room nights by 10 percent 2. To increase military reunion room nights by 10 percent 3. To receive bid award from two sporting events

**Did Project Achieve Objectives** Significantly

**Explanation** None given.

**Conventions Booked** 15 **Meetings Booked** 0 **Sporting Events Booked** 0 **Total Bookings** 15

**Economic Impact** \$26,700 **ROI for Every Dollar Spent** \$0.74

**Method of Calculation** Method is; actual visitors x meal cost + actual room nights x room rate.

**Outcome Effect on Future Marketing** Increased frequency of marketing efforts to sports events and add additional reunion marketplaces. See our additional group tour events through participation in Bank Travel and ABA marketplaces.

**Percentage Completed** 86% **Executive Summary Included** No

**Activities Not Completed** TRN - Peoria IL Tradeshows was cancelled by sponsor. Glamour web ads - state rejected first ad placement.

**Previous Year Bookings** 10 **Previous Year Economic Impact** \$18,320

## FY 2007 INDIVIDUAL PROJECT ASSESSMENTS

### Marketing to the Event Planner

**DMO: St. Louis CVC**

**Project Name** Conventions & Meetings Trade Advertising

**Fiscal Year** 2007

**Contract #** 07-07-014-33 **% Completed** 100%

**Revised Budget** \$0.00 **Payments Local Funds** \$61,100.25

**Award Amount** \$60,000.00 **Other CVM Expenditures** \$308,656.75

**Total Reimbursement** \$60,000.00 **Total CVM Expenditures** \$429,757.00

<b>TV Ads Placed</b>	0	<b>Printed Materials Distributed</b>	0
<b>Radio Ads Placed</b>	0	<b>Tradeshows Attended</b>	0
<b>Newspaper Ads Placed</b>	0	<b>FAM Tours Hosted</b>	0
<b>Magazine Ads Placed</b>	32	<b>Videos Distributed</b>	0
<b>Media Kits Distributed</b>	0	<b>Other Marketing Activity</b>	0
<b>Percent CV and Mtgs</b>	95	<b>Percent Sporting Events</b>	5

**Primary Objectives** 1. Build relationships with key customers 2. Increase direct spending at visitor industry businesses 3. Continue to reintroduce St. Louis' improved meetings and conventions package to current clients and meeting planners

**Did Project Achieve Objectives** Significantly

**Explanation** One of the main objectives of the "Hello My Name is St. Louis" ad campaign was to reintroduce and improve perceptions of the downtown meeting package. After 2 years exposure in the market, the campaign's success was a 10% increase in the number of booked conventions/meetings and 22% increase in booked meeting & hotel rooms over FY06. This achievement of 524,830 conventions/meetings hotel rooms booked for FY07 generated over \$400 million in direct economic impact for St. Louis. With the exceptional increase in meeting & hotel rooms booked for FY07 and a 10% increase in the number of booked conventions/meetings, the goal moving forward is to maintain and build on this momentum while also working to increase event attendance.

**Conventions Booked** 0 **Meetings Booked** 367 **Sporting Events Booked** 28 **Total Bookings** 395

**Economic Impact** \$451,203,800 **ROI for Every Dollar Spent** \$1,049.90

**Method of Calculation** Total estimated attendance of meetings/conventions x the out-of-town attendance figure by \$1,036 (DMAI's estimated average delegate spending) and the in-town attendance figure by \$100 (locally estimated average spending) = EI - Attendance figures are provided by the meeting planner.

**Outcome Effect on Future Marketing** The CVC is working to build on the momentum created by the "Hello My Name" campaign with a new unified brand positioning and associated ad campaign targeting the corporate and association meeting markets. The new brand identity "St. Lou-is...all within reach" was launched October 2007, new ads are scheduled to start running in meetings and conventions trade publications near the end of the year. In addition, the CVC carefully monitors and compares the results achieved with each publication on the M&C media plan. In doing so, the CVC is able to make changes to its publication list and media plan for the best possible future outcome.

**Percentage Completed** 100% **Executive Summary Included** No

**Activities Not Completed** All activities completed as agreed.

**Previous Year Bookings** 361 **Previous Year Economic Impact** \$414,382,732

## FY 2007 INDIVIDUAL PROJECT ASSESSMENTS

### Marketing to the Event Planner

**DMO:** City of Joplin CVB

**Project Name** JCVB FY07 Convention CMP

**Fiscal Year** 2007

**Contract #** 07-08-011-33 **% Completed** 95%

**Revised Budget** \$0.00 **Payments Local Funds** \$34,102.50

**Award Amount** \$34,102.50 **Other CVM Expenditures** \$428,000.00

**Total Reimbursement** \$32,506.34 **Total CVM Expenditures** \$494,196.20

<b>TV Ads Placed</b>	0	<b>Printed Materials Distributed</b>	0
<b>Radio Ads Placed</b>	0	<b>Tradeshows Attended</b>	0
<b>Newspaper Ads Placed</b>	0	<b>FAM Tours Hosted</b>	0
<b>Magazine Ads Placed</b>	0	<b>Videos Distributed</b>	0
<b>Media Kits Distributed</b>	0	<b>Other Marketing Activity</b>	3
<b>Percent CV and Mtgs</b>	45	<b>Percent Sporting Events</b>	55

**Primary Objectives** 1. Assist hotel properties in generating room nights sold and travel dollars spent in Joplin as a result of recruiting conventions, meetings, sporting events and leisure travelers to the area 2. Market Joplin throughout the Midwest as a destination for regional conventions, conferences, meetings and reunions 3. Increase awareness of Joplin as a potential destination and build relationships with meeting planners; consequently, creating more opportunities to present proposals and bid on conventions

**Did Project Achieve Objectives** Significantly

**Explanation** Our ultimate measuring tool, the hotel/motel tax is up 10% for the year. We have continued to have the opportunity to bid on meetings and events that Joplin has not been considered for in the past. Our image in the eyes of the meeting planners continues to grow and we are constantly receiving great feedback from the meeting planner industry. Joplin is once again a viable resource for conventions, meetings and events. This would not be possible without the support of the Missouri Division of Tourism.

**Conventions Booked** 15 **Meetings Booked** 0 **Sporting Events Booked** 12 **Total Bookings** 27

**Economic Impact** \$6,500,000 **ROI for Every Dollar Spent** \$13.15

**Method of Calculation** Conventions = 14,000 attendees, 28,000 room nights, \$100 a day. Sports = 22,000 attendees, 44,000 room nights, \$85 a day.

**Outcome Effect on Future Marketing** We have seen great success with our marketing campaign throughout the year. We will continue to utilize larger/more ads in the publications that net the highest results while continuing to streamline our direct mail campaign.

**Percentage Completed** 95% **Executive Summary Included** No

**Activities Not Completed** All were completed. We under spent by \$2,008.80 due to various cost savings throughout the year.

**Previous Year Bookings** 21 **Previous Year Economic Impact** \$6,400,000

## FY 2007 INDIVIDUAL PROJECT ASSESSMENTS

### Marketing to the Event Planner

**DMO: Springfield CVB**

**Project Name** Convention & Sports Marketing Project

**Fiscal Year** 2007

**Contract #** 07-08-016-33 **% Completed** 100%

**Revised Budget** \$0.00 **Payments Local Funds** \$60,017.50

**Award Amount** \$60,000.00 **Other CVM Expenditures** \$507,180.80

**Total Reimbursement** \$60,000.00 **Total CVM Expenditures** \$627,197.50

<b>TV Ads Placed</b>	0	<b>Printed Materials Distributed</b>	596
<b>Radio Ads Placed</b>	0	<b>Tradeshows Attended</b>	16
<b>Newspaper Ads Placed</b>	0	<b>FAM Tours Hosted</b>	0
<b>Magazine Ads Placed</b>	34	<b>Videos Distributed</b>	0
<b>Media Kits Distributed</b>	0	<b>Other Marketing Activity</b>	0
<b>Percent CV and Mtgs</b>	73	<b>Percent Sporting Events</b>	27

**Primary Objectives** 1. Book 18,000 room nights from the association market 2. Book 10,000 room nights in the sports market 3. Book 32,000 room nights from other market segments

**Did Project Achieve Objectives** Significantly

**Explanation** Because of this project, we booked 38,015 room nights during the fiscal year. We have several proposals that were submitted to groups in FY07 that have not made a decision yet. Several of these groups look favorable for Springfield. This project has increased awareness for Springfield and Missouri which can also lead to future booked business.

**Conventions Booked** 42 **Meetings Booked** 17 **Sporting Events Booked** 16 **Total Bookings** 75

**Economic Impact** \$18,013,500 **ROI for Every Dollar Spent** \$28.72

**Method of Calculation** The Springfield CVB does not calculate economic impact because we do not have a multiplier to calculate economic impact. We do provide estimated attendee expenditures based on delegate spending research provided by Destination Marketing Association International (number of attendees x number of days x \$150.00). 40,030 attendees x 3 days x \$150.00 = \$18,013,500.

**Outcome Effect on Future Marketing** We measure the success of each component of this project to determine which components we want to continue. We will consider the value of each ad placed and the results of each tradeshow attended as we continue to receive results.

**Percentage Completed** 100% **Executive Summary Included** No

**Activities Not Completed** All activities were completed as outlined in our application.

**Previous Year Bookings** 81 **Previous Year Economic Impact** \$32,566,500

## FY 2007 INDIVIDUAL PROJECT ASSESSMENTS

### Marketing to the Event Planner

**DMO:** Branson/Lakes Area Chamber of Commerce/CVB

**Project Name** Sports/Convention Print and Trade Shows

**Fiscal Year** 2007

**Contract #** 07-08-022-33 **% Completed** 93%

**Revised Budget** \$0.00 **Payments Local Funds** \$5,955.10

**Award Amount** \$6,400.00 **Other CVM Expenditures** \$20,000.00

**Total Reimbursement** \$5,955.10 **Total CVM Expenditures** \$25,955.10

<b>TV Ads Placed</b>	0	<b>Printed Materials Distributed</b>	85
<b>Radio Ads Placed</b>	0	<b>Tradeshows Attended</b>	2
<b>Newspaper Ads Placed</b>	0	<b>FAM Tours Hosted</b>	0
<b>Magazine Ads Placed</b>	4	<b>Videos Distributed</b>	0
<b>Media Kits Distributed</b>	50	<b>Other Marketing Activity</b>	0
<b>Percent CV and Mtgs</b>	0	<b>Percent Sporting Events</b>	100

**Primary Objectives** 1. Increase first-time visitors 2. Attract younger visitors 3. Increase overall visitation

**Did Project Achieve Objectives** Significantly

**Explanation** The Branson sports marketing program has thus far exceeded our expectations. The participants in the planned events are for the most part, first-time visitors. They also represent a younger audience, since every athlete is school-age. Historically parents, siblings and other family members attend these tournaments and given Branson's reputation as a family destination, we can expect more people and longer stays. This speaks directly to our goal of introducing Branson to the next generation of visitors.

**Conventions Booked** 0 **Meetings Booked** 0 **Sporting Events Booked** 21 **Total Bookings** 21

**Economic Impact** \$3,115,527 **ROI for Every Dollar Spent** \$120.04

**Method of Calculation** 53,690 (person/days in Branson) x \$58.24 (spent per day) = \$3,115,257 (economic impact)

**Outcome Effect on Future Marketing** Branson is relatively new to sports marketing, we initially were concerned that it would take years to break into the rotation of hosting sporting events. However, through our network of contacts and concentrated effort at various national sports conventions we have already developed an audience within these sports organizations. In addition, in 2005 the City of Branson opened a state-of-the-art sports complex, providing attractive facilities for a variety of events. These developments and with improved relationships with local public school administrations and their cooperation in providing facilities and personnel for event hosting, have been essential elements in our early success. We will continue to cultivate relationships with AAU and other rights holders and attend various sports conventions to continue to build on our strong presence. We are also working to bring the AAU National Convention to Branson in 2009. We have had very positive discussions with AAU officials and they will be making a site visit to Branson in Spring 2008. The Branson Chamber of Commerce Sports Authority also works closely with the Branson Parks and Rec Department in bringing other sporting events to Branson, including the Regional USSSA Baseball Championships and a number of smaller basketball and baseball tournaments. We are currently developing plans for volleyball tournaments, high school wrestling championships and cycling events. We will continue to attend national and regional sporting event conventions and to advertise/promote our destination in appropriate publications, with Missouri Division of Tourism support.

**Percentage Completed** 93% **Executive Summary Included** No

**Activities Not Completed** NASC - The Tour de Georgia bicycle race was being held the same week. It was to Branson's benefit that the Georgia race was attended instead.

**Previous Year Bookings** 2 **Previous Year Economic Impact** \$331,274



## FY 2007 INDIVIDUAL PROJECT ASSESSMENTS

### Marketing to the Event Planner

**DMO:** Branson/Lakes Area Chamber of Commerce/CVB

**Project Name** Convention Print

**Fiscal Year** 2007

**Contract #** 07-08-023-33 **% Completed** 96%

**Revised Budget** \$0.00 **Payments Local Funds** \$23,254.40

**Award Amount** \$24,300.00 **Other CVM Expenditures** \$190,000.00

**Total Reimbursement** \$23,254.40 **Total CVM Expenditures** \$213,254.40

<b>TV Ads Placed</b>	0	<b>Printed Materials Distributed</b>	980
<b>Radio Ads Placed</b>	0	<b>Tradeshows Attended</b>	1
<b>Newspaper Ads Placed</b>	0	<b>FAM Tours Hosted</b>	0
<b>Magazine Ads Placed</b>	6	<b>Videos Distributed</b>	0
<b>Media Kits Distributed</b>	0	<b>Other Marketing Activity</b>	1
<b>Percent CV and Mtgs</b>	100	<b>Percent Sporting Events</b>	0

**Primary Objectives** 1. Increase first-time visitors 2. Attract younger visitors 3. Maintain current visitors

**Did Project Achieve Objectives** Significantly

**Explanation** 2007 was a pivotal year with the opening of the new 220,000 square foot convention center and Hilton. The Cooperative Marketing Program allowed us to promote this important development to meeting planners nationwide, generating interest, leads and convention bookings.

**Conventions Booked** 342 **Meetings Booked** 0 **Sporting Events Booked** 0 **Total Bookings** 342

**Economic Impact** \$22,014,195 **ROI for Every Dollar Spent** \$103.23

**Method of Calculation** TOTAL # OF GROUPS BOOKED:  $285 + 57 = 342$   
 $+ 45,600 \text{ (RFI's)} + 41,430 \text{ (RFP's)} = 87,030$  total room nights generated.  
 Average guest room rate  $\$102.45 \times 87,030$  room nights = \$8,916,223 room revenue  
 Average occupancy per room night is 1.75 person  $\times 87,030 = 152,302$  guest nights  
 Average food and beverage spend per guest nights  $\$65 \times 152,302 = \$9,899,630$   
 Average entertainment spend per guest nights  $\$21 \times 152,302 = \$3,198,342$

Total revenue generated by meeting and convention groups: \$22,014,195

**Outcome Effect on Future Marketing** Given strong FY07 results, we have increased our meetings/conventions budget by 32% for FY08, including increasing our participation in the Cooperative Marketing Program from \$24,300 to \$60,000.

**Percentage Completed** 96% **Executive Summary Included** No

**Activities Not Completed** \$1,045.60 is the difference between what was approved and what was actually spent. This is because our final project, a direct mail piece to religious meeting planners, came in slightly below budget in printing and postage costs.

**Previous Year Bookings** 261 **Previous Year Economic Impact** \$14,407,200

## SUMMARY OF TOURISM RESEARCH CATEGORY CONTRACTS

Fiscal Year 2007

---

### 07-01-009-66 Buchanan Co. Tourism Board d/b/a St. Joseph CVB

Project Name Research Project FY07

<u>Award Amount</u>	\$2,712.00	<u>Completion %</u>	91%
<u>Local Funds Budget</u>	\$2,713.00	<u>Research</u>	1) Conversion Study
<u>Reimbursement</u>	\$2,471.50	<u>Completed:</u>	

---

### 07-04-006-66 City of Independence - Tourism Department

Project Name Independence Tourism Research Project

<u>Award Amount</u>	\$3,525.00	<u>Completion %</u>	95%
<u>Local Funds Budget</u>	\$3,525.00	<u>Research</u>	1) Conversion Study 2) Lodging Analysis Report
<u>Reimbursement</u>	\$3,351.10	<u>Completed:</u>	

---

### 07-08-013-66 City of Joplin CVB

Project Name Joplin CVB Brand Differentiation Analysis

<u>Award Amount</u>	\$5,000.00	<u>Completion %</u>	100%
<u>Local Funds Budget</u>	\$6,400.00	<u>Research</u>	Brand Awareness Study
<u>Reimbursement</u>	\$5,000.00	<u>Completed:</u>	

---